

elite

framesi MILAN

SPRING/SUMMER 2024

PLATINUM STATUS

INTRODUCING

**5D FRAMCOLOR Eclectic
COLOR GLOSS**

**GLOSS
LIKE
A
BOSS**

Find out all about this in-demand service and how to start offering it today!

QUARTERLY NEWSLETTER





DENNIS KATAWCZIK
President, Framesi NA

Spring is here!

Spring is here! What can I say about it that hasn't already been said by authors much more brilliant than I? To be fair, I've never claimed to be Bill Shakespeare. Thankfully, you don't have to be to know we've entered a time of newness, blooming, rebirth.

Patience in innovation is a virtue that often distinguishes true leaders from mere participants in any industry. At the forefront of innovation, thoughtful deliberation and meticulous development ensure that products are not only groundbreaking but also reliable and enduring. At framesi, we're ok with not being first as long as we can be the best. Unfortunately, it seems this is becoming more rare in the modern world where the "release and tweak" is becoming the model. Mobile devices, kitchen appliances, even cars these days are rushed to market with limited or lower quality features with the promise of an upgrade later, that may never come.

Tolstoy said, "Spring is the time of plans and projects." To Hemingway, in Spring there "were no problems except where to be happiest." In Chekhov's mind, Spring was when nature was experiencing a "delicious state of anticipation." And Shakespeare said Spring puts "a spirit of youth in everything."

Well, here at framesi we've really taken this sentiment to heart. There's so much newness around here we've got blooms coming out of our... uh... ears. (See? I told you I wasn't a Shakespeare.)

There's our exciting new Italian Style Collection, a preview of which you can find on page 8. There you'll see cuts that suit the current state of fashion, but also have an air of timelessness. There's the new **MORPHOSIS SUN** collection, now available and a must for packing for your summer vacation.

While we look forward to those annual blooms with the same joy as Marigolds and Chrysanthemums, this spring at framesi has brought about a change that would give any flower bed a run for its money. When our company was founded nearly 80 years ago, it was on the shoulders of the highest performance conditioning Coconut Oil-based cream haircolor. We led the industry in innovations in this arena from the single formula root-to-ends, pure tone, true to swatch results of Framcolor Glamour to the superior condition, shine and longevity you get in half the time from **FRAMCOLOR 2001 INTENSE** and beyond.

We saw liquid hair color when it came along. As time went on we had inquiries, requests and sometimes demands from our framesi family that we begin offering liquid toners. But, as I say often, if we ever have a question about how to move forward, we only have to consider which way puts the "Stylist First," and we can't go wrong. The simple fact was that the results from liquid color were not to the point where we felt comfortable putting the framesi name on it. You would have noticed the difference in quality. Your clients would have noticed. The possibility of undermining your trust and diluting our brand integrity simply wasn't worth it to us to supply an inferior product to our family just to be able to say we offer a liquid color.

By prioritizing thorough research, comprehensive development, and rigorous testing, framesi delivers superior products that truly stand the test of time, fostering the long-term satisfaction and loyalty that have become our bedrock.

It was through this approach, last year, that the brilliant minds at the framesi labs in Milan, Italy emerged with a breakthrough: **FRAMCOLOR Eclectic 5D COLOR GLOSS**. An easy-to-use, demi-permanent, liquid haircolor that provides superior conditioning, longevity and shine. Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor with a technology that enhances the five dimensions of color: Brightness, Protection, Hydration, Health and Repair.

And how seasonally appropriate that one of the secrets to unlocking the color and shine of spring in hair is a flower. An extract from the Mullein flower absorbs and transforms UV rays into visible light, protecting hair from the damaging effects of sunlight. The more I learn about the Mullein flower, the more I feel it's a kindred spirit. First of all, it has hair. The plant is covered in whitish yellow hair (a look so few of us can pull off). In the name of these amazing new platinum tones, feel free to categorize the plant as a blonde. The word "Mullein" itself comes from the French word for "soft," the hallmark of healthy, hydrated, conditioned and repaired hair one gets from a service with **5D COLOR GLOSS**. The plant the flower comes from also is a biennial. It takes two years to complete a lifecycle. It's patient. Just like us.

That patience in innovation, the refusal to "release then fix," as I'm sure you've learned by now, is not to say we aren't continuously trying to improve. You witnessed this last year with the reformulation and re-imagining of the **MORPHOSIS SCALP AND HAIR TREATMENT LINE**. You'll see more evidence of this guiding principle still to come this year when we release...

Well, I don't want to get too far ahead of myself after going on and on about the virtues of measured advances. For now, let's enjoy this season of renewal and find where to be the happiest.

dennis

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exclusive elite support line 1.800.214.0618

NEW LIQUID DEMI-PERMANENT HAIRCOLOR

50 FRAMCOLOR Eclectic COLOR GLOSS

An **easy-to-use**, demi-permanent, liquid haircolor that provides **superior conditioning, longevity, and shine**. Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.

VEGAN, GLUTEN FREE, AMMONIA FREE,
RESORCINOL FREE AND PPD FREE



WHAT IS A COLOR GLOSS SERVICE?

A glossing service is a demi-permanent color treatment aimed at enriching, toning, and enhancing all hair types. It effectively brightens and rejuvenates lackluster or brassy shades, infusing your hair with intense shine and care, resulting in exceptionally soft, beautiful, and vibrant hair like you've never seen before.

As the name implies, a **5D Color Gloss Service** gives the hair a shimmery appearance, but there are a myriad of other benefits. It can enhance your current color, correct brassy tones, provide subtle tint options, refresh faded ends, and even act as a conditioning shield against the summer sun and styling tools. Plus, it's a powerful anti-aging treatment that delivers brightness, protection, hydration, health, and repair to your hair.

If you're ready to start offering 5D Color Gloss Services, you've picked a perfect time to add it to your menu. It's **quick and easy** for stylists and incredibly satisfying for clients. Plus, it adds a significant revenue boost. Entice clients to add regular glossing appointments in between highlighting and color services. Getting a quick chop before date night or a big event? Add a 5D Color Gloss Service to that haircut. Coming in for a **MORPHOSIS Hair Botox RESTRUCTURE** Treatment? Boost the regenerating effects with a 5D Color Gloss

Service. Then, when they get countless compliments about their lustrous locks, **5D Color Gloss Services** help with client retention. To introduce clients to this new, in-demand service, you could offer extra salon loyalty points to those that add it to their regular appointment, host glossing happy hours with attractive discounts, and of course, showcase the results on social media platforms like TikTok and Instagram (remember to tag @framesiusa!) to entice clients to add the service to their next visit.

The best part is, anyone can get a **5D Color Gloss Service**. It's suitable for all hair colors and tones, whether you're looking to maintain vibrancy after highlights or full color or simply refresh and add shine.

You can even apply **FRAMCOLOR Eclectic 5D COLOR GLOSS /00 Clear** to natural, uncolored hair for a quick shine boost, revealing the benefits of the 5 Dimensions of Color without commitment.

And with application tips like diluting with clear for damaged hair and using the clear shade for a brilliant gloss on any hair type, you can **achieve stunning results** every time.

BEFORE

This client with level 6/7 hair got highlights with equal parts **DECOLOR B CLAY and INFINITY+** lighteners

Pretoned with **FRAMESI COLOR LOVER DYNAMIC BLONDE VIOLET SHAMPOO**

AFTER

@scacciahair

"Still can't get over how shiny these toners are on top of the slip it gives the hair for easy application. Not to mention it smells nice and not overbearing. These will be my "go to" when reaching for my platinum and mega-blondes. The shine alone on this is UN-REAL!" ~ Sarah Scaccia (framesi Italian Style Team Member and Brand Ambassador)

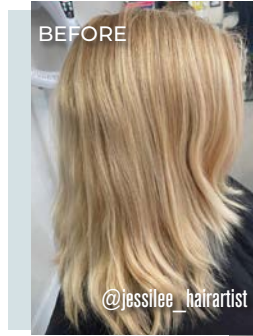
Applied **FRAMCOLOR Eclectic 5D COLOR GLOSS 9V/9.6 (Very Light Pearl Blonde)** - processed for 10 minutes.

This guest came in with level 7/8 hair and received highlights with **DECOLOR B DIAMOND** and **FRAMESI PROFESSIONAL ACTIVATOR 15 volume**. **FRAMCOLOR 2001 11A** (Ultra Light Silver) and **9P** (Very Light Pearl Blonde) with **FRAMCOLOR 2001 Base Breaker Cool** + **FRAMESI PROFESSIONAL ACTIVATOR 20 volume** for the roots in between the foils.

Toned with **FRAMCOLOR Eclectic 5D COLOR GLOSS 10PG/10.31** (Platinum Ash Golden Blonde) + **10V/10.6** (Platinum Pearl Blonde) with **FRAMCOLOR Eclectic 5D COLOR GLOSS ACTIVATOR**.

5D COLOR GLOSS was “worth the wait. These are the prettiest, the shiniest liquid toners I have ever used. The hair feels amazing. It looks amazing. They are not matte. They are not flat. And you get beautiful tonality.”

~ **Jessica Roth** (framesi Italian Style Team Member and Brand Ambassador)



Scan here for
full product
brochure

QUICK and EASY MIXING INSTRUCTIONS

STEP 1

MIX

MIX FRAMCOLOR ECLECTIC 5D COLOR GLOSS in a 1:1 ratio with FRAMCOLOR ECLECTIC 5D COLOR GLOSS ACTIVATOR.

STEP 2

APPLY

APPLY COLOR MIXTURE AND PROCESS FOR 5-20 MINUTES.

Note: The texture of the mixture allows application to wet or dry hair. For a more intense result apply to dry hair. Once applied, allow 5 minutes for flash toning results or 20 minutes and conditioning for maximum intensity of the color.

STEP 3

RINSE

SHAMPOO AND CONDITIONER NOT REQUIRED.



MORPHOSIS

HAIR TREATMENT LINE

clean and conscious beauty
a *cleanical*, prescriptive approach to scalp and hair care

PRODUCT SPOTLIGHT

Experience summer with the protection and hydration of

MORPHOSIS SUN

Summer brings you sun, sea, and the joy of long hours outdoors. However, the heat, salt, and sand challenge the well-being of your hair. To protect hair during sun exposure, Framesi has created **MORPHOSIS SUN**, the hair beauty routine that offers you extremely effective and advanced care.

Discover how our products can keep your hair nourished, hydrated, and radiant, preserving its natural beauty.

Our eco-friendly formulations, enriched with natural and nourishing ingredients, contain up to **98% raw materials of natural origin**, with a strong preference for those produced in the Mediterranean area.



MORPHOSIS SUN Conditioner



With over **97% natural ingredients**, it restores hair hydration and defends against the harmful effects of UV rays, chlorine, and salt.

Enriched with **Papaya Extract**, Shea Butter, and Almond Proteins, it nourishes, detangles, and revitalizes, giving body, shine, and strength without weighing it down.

MORPHOSIS SUN Shampoo



With over **90% natural ingredients**, it is perfect for all hair types. Gently cleanses, removing residues of salt, chlorine, and sand.

Enriched with **Papaya Extract** and **Vitamin E**, it regenerates, nourishes, and deeply hydrates, making the hair silky to the touch.

MORPHOSIS SUN Protective Spray & leave-in



With over **97% natural ingredients**, it restores hair hydration and defends against the harmful effects of UV rays, chlorine, and salt.

Enriched with **Papaya Extract**, Shea Butter, and Almond Proteins, it nourishes, detangles, and revitalizes, giving body, shine, and strength without weighing it down.

is THE HAIR TREND BOOK 2024

Released to great fanfare every year, framesi's Collections provide professionals with a comprehensive update on the trends and tools to always be a successful consultant, technician, and stylist. The North American team of framesi stylists come together annually to study the new looks and learn the new techniques. How do trends like quiet luxury, social and environmental movements, and women's empowerment come together to create something both of the moment and timeless?

Focusing on the individual and their uniqueness, Framesi dedicates the 2024 Collection to the concept of "State of Mind." Our states of mind answer questions like "who am I? how do I feel right now? what do I desire?" and influence our behaviors, both in simple matters and in the fundamental moments of life.



Free is the expression of femininity against any constraint and social prejudice. Sweet and romantic or over-the-top, witty, but also sensual. Emancipated and self-assured. Convinced of her own abilities and potential, she is the woman free to be herself.



A 'calm' look, but never classic. Italian Style Energy remains faithful to its youthful and original DNA with the proposal of a de-constructed bob, in contrast with a geometric fringe. This contrast becomes even more apparent in the color transition from brunette to sun yellow.

Through the analysis of certainties, anxieties, attitudes, and aspirations framesi has focused on three states of mind attributable to three perspectives of women. **QUIET. FREE. REACTIVE.** These propose hair fashion options that give voice to the various nuances of their personalities, ensuring everyone the freedom to tell their story through their own image.



Reactive is the rebel, the one who wants to make her voice heard: to not be complicit in what she disapproves of in society.



Quiet is the woman who has achieved the solidity that allows her to live without having to prove something to others. In this trend, there is the affirmation of one's own history and place in the world.



CUTTING EDGE-UCATION



Over 20 Italian Style Team and Design Group Members converged on framesi North America headquarters just outside of Pittsburgh for a three-day retreat focused on education, collaboration and camaraderie. During the summit April 7-9, the group got its first look and hands-on training in the new FRAMESI 2023 – 2024 IS THE HAIR TREND Collection Book, including the runway fashion and makeup trends that influenced this year's looks. "It suits the ease of the fashion right now," said Design Group Member Xena Parsons. "It's a lot softer, a lot looser. When you see the shape and the perimeter and the way that it moves, you know that it's a great cut."

In between training on the latest cut and color techniques were inspiring talks and product sneak peeks from the framesi Product Development team of Maria DeSantis and Chardae Bowe, instruction by framesi Creative Director Lanette Dwyer, a presentation on Collection inspo by Design Group Member and Brand Ambassador Tina Brown.

Though the days on the styling floor were long, the group was able to squeeze some inspiring fun into their packed agenda. The family of international experts shared their past year's pursuits with each other over dinners at Pittsburgh staples like The Church Brew Works in the trendy Lawrenceville neighborhood. The most moving part of the weekend for many was the visit to Phipps Conservatory and Botanical Gardens. There they gathered inspiration from the beauty of nature, took part in a MORPHOSIS-themed scavenger hunt (won by Design Group Member and Brand Ambassador Jeremy Abraham!) and stood in awe of the solar eclipse (with 97% totality!).

As always when training visits come to an end, they were sad to see the gathering come to a close. But, the Italian Style Team and Design Group Members were eager to take what they learned to their home salons, and to classes across the US and Canada. Anthony Jefferson Italian Style Team Member and Brand Ambassador, whose mind was already racing, said, "I'm always excited to show new haircuts to my clients. I'll make different variations of the same haircut for several of them."

Are you ready to host a 2024 Collections Class to learn the latest cuts and colors?

CUTTING EDGE-UCATION

In our effort to give salons “a choice and a voice” we’re offering two classes with two distinct cuts in each! You can even use elite points to get the class FREE! Call the elite line at 1-800-321-9648, option 6, or email elite@framesi-na.com to get more info about booking your Collections Class.

Xena Parsons, Design Group Member: “I love the softness, the looseness. We know it’s a haircut, but it looks like you didn’t get your haircut and I think the clients are just going to love that. When you see the shape and the perimeter and the way that it moves you know that it’s a great cut.”

Jeremy Abraham, Design Group Member and Brand Ambassador: “I love the synergy of all of the looks and how they’re working together. I’m really into the feeling of the Collection, everything from the makeup to the hair to the clothing. The cuts are super fun. I love being able to use my razor and my scissors together. Really a lot of components have come together to make an awesome Collection.”

Jessica Roth, framesi Italian Style Team Member and Brand Ambassador: “I love the haircuts. They’re super wearable this season and I love all the really bright pops of color.”



See the full collection book and get step by step instructions for 9 looks at framesiprofessional.com

GET THE LOOK!

Need inspiration on the go?

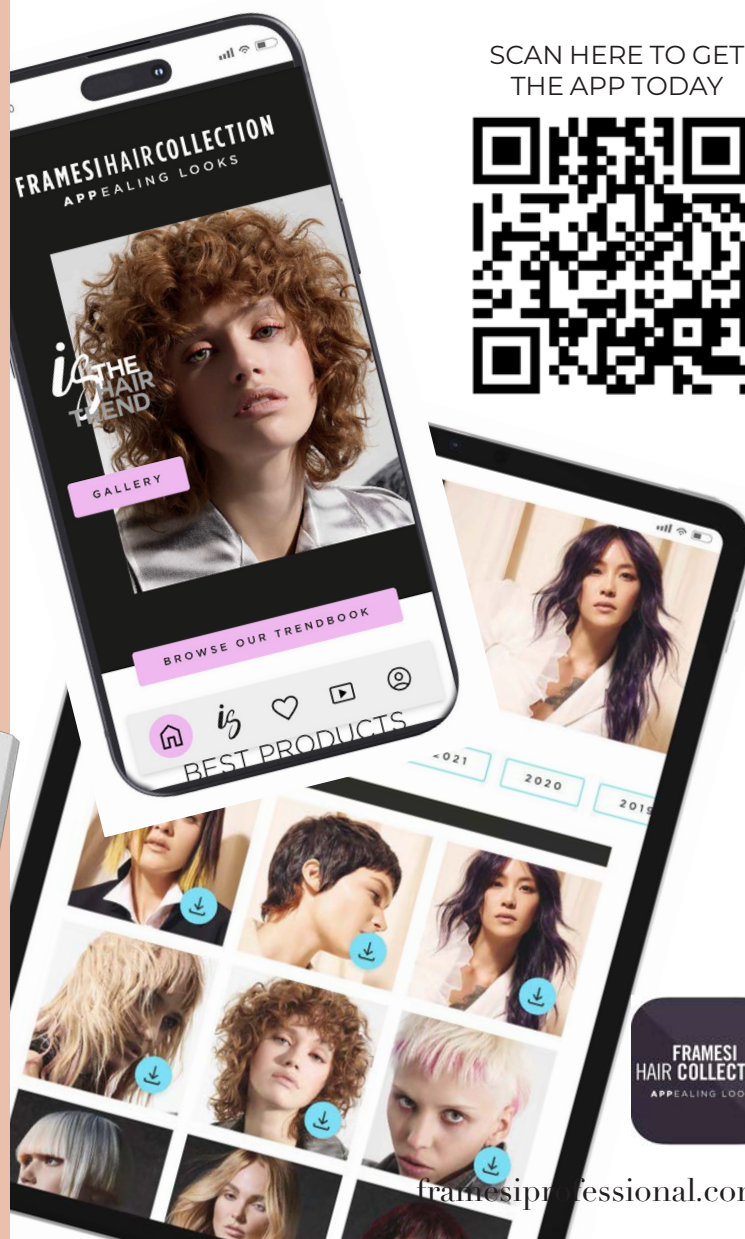
Download the NEW framesi Hair Collection app for Apple and Android devices to browse the Trend Book with our collection looks. Also you can find new hair inspiration and check out the step-by-step technical manuals with tips by framesi experts.

Features:

- Access to the latest hair fashion trends from around the world and inspirations to meet client needs.
- High-quality educational content to improve and enhance skills and knowledge.
- Access to exclusive content to differentiate from the competition.
- Tools to enrich the client experience within the salon.

Share the app with your clients as well! Consumers can use the app to discover all the latest hair fashion trends to figure out which hairstyle they want to try next and get styling and care tips for their home routine.

SCAN HERE TO GET THE APP TODAY



framesiprofessional.com

FROM MILAN TO YOUR SALON

framesi's Top Stylists Sound Off About This Season's Inspired Looks



Lanette Dwyer - Creative Director

Q: Framesi, N.A. is offering our Elite Salons a choice in Collection Classes this year with 2 sets of distinct looks from Milan. Why did you choose these looks for our North American Elite Salons?

A: I chose these particular looks because they are universally beautiful and also very realistic looks that stylists can create and replicate behind the chair. This year, I decided we would let the stylists/artists decide what looks they would like to see and what works best for their clientele since they are all equally user-friendly.

Q: After 35 years with framesi you've seen some amazing hair art! How is this year's proposal different from the year's past?

A: Every year, FRAMESI presents us with amazing, inspirational, and current looks. This particular season every single haircut and color technique in the collection can be used in its purest of forms with little or no adjustments (other than clients' desires.)The North American market is on the same design curve more now than ever with social media at their daily disposal and the availability of worldwide information via the internet.

Q: What advice would you share with a stylist interested in developing their cutting and coloring skillset?

A: Keep learning! Continuing education is the most important aspect of any career path. To become great at what you do, the key is to NEVER stop learning.

Tina Brown - Design Group Member, Brand Ambassador

Q: The 2024 framesi Trends looks are inspired by the runway fashion from Milan. How do these fashion trends translate to cuts and color trends for 2024?

A: As fashion has always inspired hair, this year's fashion has influenced us to show our mood through our hair. Freedom, Reaction, or Quiet; take a classic shape and give it a twist based on your mood! Quiet is classic, comfortable, and in a neutral shade of blonde or brown. Reaction has a statement to make by adding a pop of color in shades of blue, purple, or red. Freedom allows inner peace to flow through your hair with a shade of orange, red, or warm blonde.

Q: What are the benefits of a salon hosting this class for its stylists?

A: A framesi Trends Class at the salon is just what the professional hairstylist needs to stay current in our industry. As professional hairstylists, it's our job to coach our clients into the best look for them. Framesi provides us with the knowledge of what the trends are, and how to execute them for each client. It's a great business-building tool that keeps our books full of clients excited about their new looks.

Q: How are framesi Continuing Education classes different than others you've attended in the past?

A: In addition to product knowledge, framesi provides us with the skillset to customize techniques for each and every client! This education helps the stylist develop a repertoire of skills to create the most fashion-forward looks.



MORPHOSIS

HAIR TREATMENT LINE

clean and conscious beauty
a cleanical, prescriptive approach to scalp and hair care

LEAVE-IN TREATMENTS

Dry, brittle, and damaged hair?
Meet your new best friends.

Discover the power of MORPHOSIS leave-in treatments

RESTRUCTURE Leave-in






A revitalizing emulsion for damaged hair with breakage, that conditions and revives the hair, leaving it soft and shiny.

REPAIR Velvet

A repairing fluid that plumps up and fills porous hair, leaving it smooth and plump while removing frizz.

SUBLIMIS OIL All day emulsion

An instantly effective emulsion for dehydrated hair that hydrates and leaves the hair soft and silky.

-  Vegan
-  Gluten FREE
-  SLES & SLS FREE
-  Paraben FREE
-  Synthetic color FREE



UNPACKING CLEAN BEAUTY

We're ecstatic to share that Beauty Launchpad included **MORPHOSIS** products in their March 2024 Clean Beauty Box, a curated collection of clean beauty products delivered to 50 salon professionals.

MORPHOSIS RESTRUCTURE Hair Beauty Elixir and **FRAMCOLOR Eclectic 5D COLOR GLOSS** were also highlighted in the publication's What's Trending? columns in the March/April and May/June issues, respectively.



@salonbluhair - Raleigh NC



Clean Beauty Box:

“ Innovative and sustainable Clean and Conscious Beauty products...”

What's Trending?: Hair Beauty Elixir

“ ...regenerating, restructuring, weightless mask for hair that is structurally damaged, lacking tone and body and appearing dry, dull and dehydrated.”

A FUSION OF STYLE

ALLURE OF ITALIAN BEAUTY SHOWCASED AT CANADA EXPOS

Framesi was honored to be a part of I-Beauty Italian Cosmetics Days In Canada. We were the exclusive Italian professional hair beauty company invited to participate in the events May 6th in Toronto and May 9th Vancouver by the Italian Trade Agency. During the expos we showcased our finest products, including the new **MORPHOSIS** line of Clean and Conscious scalp and hair treatments and **FRAMCOLOR Eclectic 5D COLOR GLOSS**.

Framesi President Fabio Franchina and Phil Clysdale, framesi National Sales Manager, were on hand to exhibit why framesi products and Italy's renowned beauty industry have become synonymous with exceptional quality and timeless style. Design Group Member and framesi Brand Ambassador Jeremy Abraham, Italian Style Team Member and framesi Brand Ambassador Mickey Svircevic and framesi Educator Rose Pugliese lent their expertise with on-stage demonstrations and product knowledge on the show floor.



Framesi President Fabio Franchina, models Mariana Mysnyk and Sofiia Trushyk, Italian Style Team Member Mickey Svircevic (L-R)

did you know?

Framesi's elite program is the best in the industry.

It's easy to join. You don't have to do a thing! We enroll you the moment your purchases of framesi products reach \$500 in a calendar quarter from authorized framesi distributors or direct from framesi. Then, you earn points with every purchase - again - no matter where you buy framesi. Redeem points for free products, tools and education. There are six levels of increasing elite rewards with access to exclusive offers, products and education.

Did you know ...
your unused points
ALWAYS rollover
and **NEVER** expire?*

Did you know ...
Suite/Booth renters can
team up? Combine your
orders and reap the
exclusive elite benefits.

Did you know ...
The elite Support Line
(1.800.214.0618) is
available **EXCLUSIVELY**
for your product and
application questions?

MORPHOSIS is now
available with points!



There are so many great ways to cash in your elite points, including on new MORPHOSIS products! That's right, you can now redeem elite points for the Clean and Conscious beauty treatments guests are asking for. You can also redeem for exclusive accessories you can't get anywhere else like aprons, capes, retail bags and towels. Get your favorite framesi care and styling products, activators, swatchbooks, stylist tools and education, including our NEW 2024-2025 Collections Classes!

elite questions?

email us at elite@framesi-na.com
or call **1.800.321.9648**, option 6

*framesi NA reserves the right to modify or discontinue this program anytime.

EXAMPLE

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

TOTAL POINTS AVAILABLE: 1634





































elite Level: **Diamond**

Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

Take a look at the top left corner of your elite order form to check your current elite level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

1 framesi elite point = \$1

|  | ELITE REWARDS LEVELS | | | | | |
|---|--|---|---|---|---|---|
| | RUBY | PEARL | EMERALD | SAPPHIRE | DIAMOND | BLUE DIAMOND |
| QUARTERLY FRAMESI PURCHASES | \$500 - \$999 | \$1000 - \$1,999 | \$2,000 - \$3,499 | \$3,500 - \$4,999 | \$5,000 - \$9,999 | \$10,000+ |
| EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES | \$55 | 6% | 8% | 12% | 15% | 20% |
| EARN POINTS FOR EVERY DOLLAR | 55 Points | 60 - 120 Points | 160 - 280 Points | 420 - 600 Points | 750 - 1,500 Points | 2,000+ Points |
| WELCOME OFFER | EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY | | | | | |
| PAY WITH POINTS [‡] | 1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>‡points not redeemable for cash</small> | | | | | |
| SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY |  |  |  |  |  |  |
| NEW PRODUCT PREVIEW |  |  |  |  |  |  |
| EXCLUSIVE ELITE-ONLY HOTLINE |  |  |  |  |  |  |
| COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION |  |  |  |  |  |  |
| SURPRISE NATIONAL HOLIDAY OFFERS | - | - |  |  |  |  |
| FREE SAMPLING OF NEW PRODUCTS | - | - | - |  |  |  |
| COMPLIMENTARY DIGITAL HANDS-ON EDUCATION | - | - | - |  |  |  |
| TEST NEW PRODUCTS BEFORE THEY GO TO MARKET | - | - | - | - | - |  |

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THREE WAYS TO REDEEM POINTS!

1. Email

Email clear and readable pictures or scans of your order form to:

elite@framesi-na.com

2. Fax

Fax your order form to:

412.264.5696

3. Mail

Mail **WHITE COPY** only of your order form to:

Framesi NA
Attn: elite
17 Avenue A
Leetsdale, PA 15056

let's get social!



@daniellegigler

Summer Bonfire

Pre lightened with **DECOLOR B NO DUST** and **FRAMESI PROFESSIONAL ACTIVATOR 20 vol**, leaving about an inch of root out.

Applied **Framcolor Glamour 7.34** (Medium Golden Coppery Blonde) with **FRAMESI PROFESSIONAL ACTIVATOR 20 vol** for 40 min.



@thebasicblonde_

Beachy Blonde

Full head of slices to the scalp with **DECOLOR B CLAY LIGHTENER**.

For a beautiful tone like this try **FRAMCOLOR Eclectic 5D COLOR GLOSS 10SB/10.36** (Platinum Sandy Blonde) mixed 1:1 with **FRAMCOLOR Eclectic 5D COLOR GLOSS ACTIVATOR**

CONNECT

with framesi, fellow stylists, and salon guests!

SHARE

photos of your creations for a chance to be reposted!

INSPIRE

others and gain inspiration for your next style!



@framesiusa

#FrameYourBeauty
#MaintainMorphosis
#framesiusa #framesi
#framesielite #framcolor

improve your chances!

sharing your looks, but not getting noticed?

our checklist



GOOD LIGHTING



ALL OF HAIR SHOWN



LIST YOUR FORMULA



TAG US!



@teryhowellhair

Lavenderlicious

Begin by pre-lightening the entire head using a heavy foil technique with **DECOLOR B DIAMOND**. Start at the back with **FRAMESI PROFESSIONAL ACTIVATOR 10** volume and gradually increase the activator strength to a maximum of 30 volume as you work towards the top of the head. Be sure to include **DECOLOR B PRO FORCE BONDER 101** in every bowl of **DECOLOR B DIAMOND** to counteract the effects of hard water.

For the root formula, mix equal parts of **FRAMCOLOR Eclectic** shades 7PE (Pearl Medium Blonde), 6VE (Pure Violet), 4CVE (Medium Purple Chestnut), and 0E (Neutral) with **FRAMESI PROFESSIONAL ACTIVATOR 10** volume in a 1:2 mix ratio. Moving on to the midshaft and ends formula, combine **FRAMCOLOR Eclectic** Shades 9PE (Very Light Pearl Blonde), 6VE (Pure Violet), and 0E (Neutral) in a 1:2 mix ratio with **FRAMESI PROFESSIONAL ACTIVATOR 10** volume. Incorporate 2 ribbon inches of the following **FRAMCOLOR PURE PIGMENT PLUS** shades directly into the midshaft and ends formula, /66 (Deep Violet) and /00 (Clear).

After rinsing, apply 5-10 pumps of **DECOLOR B PRO FORCE SEALER 102** to the shaft and ends, processing for 5 minutes. Rinse and complete the service with **FRAMESI COLOR METHOD SHAMPOO GO** and **FRAMESI COLOR METHOD POST COLOR MASK**.

HASHTAG REFRESH!

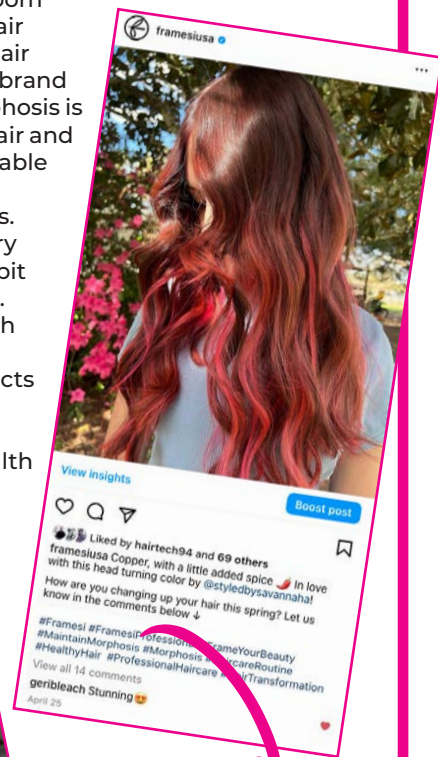
INTRODUCING #frameyourbeauty and #maintainmorphosis

You know you can use #framesiusa and #Morphosis to amplify your posts to the framesi Family. Now we're shaking things up with two NEW hashtag endeavors: **#FrameYourBeauty** and **#MaintainMorphosis**

Our hair isn't just hair—it's the frame for our unique style and personality. It's a key player in our journey from childhood to adulthood, holding the stories that shape who we are today. Family owned and operated, Framesi has grown up with you, and has been there for every trend & change in the industry.

Introducing 'Frame Your Beauty,' a celebration of how your hair frames who you are. Whether it's giving you confidence, power, or just that extra edge, we want to hear about it! Join us in sharing your hair story so we can continue to grow together. After all, with over 75 years of experience, who better to trust with your hair care journey than a legacy brand like Framesi?

Whatever your hair demands, you're covered if you **#MaintainMorphosis**. Looking to establish a reliable hair care routine, addressing concerns from scalp to tip? Meet your new constant bathroom companion: Morphosis Hair Treatment Line! As your hair needs evolve, trust in our brand to remain steadfast. Morphosis is your go-to for all things hair and scalp, offering a customizable approach that adapts to your ever-changing needs. Wake up to a dry scalp? Try Scalp Destress. Feeling a bit lackluster? Opt for Repair. Just dyed your hair? Reach for Color Protect. Our professional-grade products not only address your immediate concerns but also nurture your hair health for the long haul.



#MaintainMorphosis



#FrameYourBeauty

>95% LONGER
LASTING COLOR



FRAMESI COLOR[®] LOVER

LITERS

1000 mL/33.8 fl. oz.

SAVE 30%



VOLUME BOOST
\$14.67 each
reg. salon value: \$20.95



MOISTURE RICH
\$14.67 each
reg. salon value: \$20.95



CURL DEFINE
\$14.67 each
reg. salon value: \$20.95



SMOOTH SHINE
\$14.67 each
reg. salon value: \$20.95



DYNAMIC BLONDE
\$16.07 each
reg. salon value: \$22.95

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

FRAMESI COLOR LOVER®
LITERS
1000 mL/33.8 fl. oz.

SAVE 30%

>95% LONGER LASTING COLOR

All FRAMESI COLOR LOVER Is Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

VOLUME BOOST
\$14.67 each reg. salon value: \$20.95

MOISTURE RICH
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CURL DEFINE
\$14.67 each reg. salon value: \$20.95

SMOOTH SHINE
\$16.07 each reg. salon value: \$22.95

DYNAMIC BLONDE
\$16.07 each reg. salon value: \$22.95

BE DYNAMIC
TUNE UP AND SAVE 50%

on FRAMESI COLOR LOVER Dynamic Brunette and Red Shampoos

500mL/16.9 fl. oz.
Dynamic Brunette Shampoo
Dynamic Red Shampoo
\$6.98 ea.
regular price \$13.95 ea.

vegan • sulfate free • paraben free • gluten free • dea free • sodium chloride free

FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

Buy 2, Get 1 FREE

ALL FRAMCOLOR 2001 INTENSE SHADES
\$5.97 each
reg. salon value: \$8.95 each

PROCESSES IN HALF THE TIME!
Non-Progressive Formula

60mL/2 oz.

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

Framcolor Glamour
INCLUSIVE COVERAGE TECHNOLOGY

Buy 2, Get 1 FREE

All FRAMCOLOR GLAMOUR Shades
\$4.64 each
reg. salon value: \$6.95 each

60 mL/2 oz. or
NEW 100 mL/3.4 oz. tubes

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

July Only

FRAMESI COLOR LOVER® DIAMOND STRONG

SAVE 30%

ALL FRAMESI COLOR LOVER IS: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

500 mL/16.9 fl. oz. **Diamond Strong Shampoo** \$9.77 ea. reg. price \$13.95 ea.

500 mL/16.9 fl. oz. **Diamond Strong Conditioner** \$9.77 ea. reg. price \$13.95 ea.

200 mL/6.8 fl. oz. **Hair Repair Foam** \$9.77 ea. reg. price \$13.95 ea.

August Only

ALL SHADES
NEW pH+ ACIDIC FORMULA
FRAMCOLOR PURE PIGMENT PLUS
RESTRUCTURE & COLOR DAMAGED HAIR
NO DEVELOPER REQUIRED! IN ONE STEP!

60 mL/2 oz.
vegan, gluten & ammonia free

BUY 2, GET 1 FREE!
\$3.86 each
regular salon price \$5.79 each

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

DECOLORB PRO-FORCE

SAVE 30%
A NEW GENERATION FOR HAIR PROTECTION

400 mL/13.5 fl. oz. **\$41.99 each**
reg. price \$59.99 ea.

1000 mL/33.8 fl. oz. **\$24.49 each**
reg. price \$34.99 ea.

101 102

• vegan • gluten free • paraben free • sulfate free • dea free • money saving

DECOLORB INFINITY+

BUY 1, GET 1 FREE

\$14.48 ea.
reg. price \$28.95 ea.

500 g./Net Wt. 18oz.
Contains Concentrated Hyaluronic Acid

10+ YEARS OF USE

vegan gluten free

FRAMESI COLOR LOVER®

SAVE 30%

>95% LONGER LASTING COLOR

DYNAMIC BLONDE VIOLET SHAMPOO

500 mL/16.9 fl. oz.
\$8.37
reg. salon price \$11.95

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride



you've got questions.

FRAMESI HAS RESOURCES FOR STYLISTS

TESTIMONIAL VIDEOS

[framesiprofessional.com/
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see firsthand why
stylists love framesi
& get helpful tips and
inspiration from our top
stylists

RESOURCE CENTER

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get access to key
framesi technical
information for quick,
easy application
instructions and
professional direction

EDUCATION PAGE

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available for all
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& higher education
classes, find the
perfect education
option for you
and your salon!



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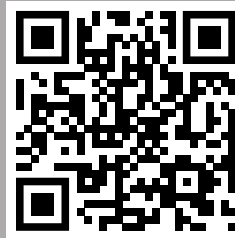
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