



> 95% longer lasting color*
with Quinoa

FRAMESI
COLOR[®]
LOVER



CRUELTY FREE, 100% VEGAN, GLUTEN FREE, PARABEN FREE, DEA FREE, SODIUM CHLORIDE FREE, SULFATE FREE

FRAMESI COLOR[®] LOVER

HAIR CARE & STYLING

95% longer lasting color*

FIRST LOVE

LASTING LOVE

LOST LOVE



Salon Fresh Color[†]



After using Color Lover
• 30 washes • 30 blow dry • 30 flat iron



After using a competitor
• 30 washes • 30 blow dry • 30 flat iron

* Based on lab testing (see details on inside back cover)

† Leading Professional Color

LOVE THAT WON'T FADE



CRUELTY FREE, 100% VEGAN, GLUTEN FREE, PARABEN FREE, DEA FREE, SODIUM CHLORIDE FREE, SULFATE FREE



NEW FRAMESI COLOR LOVER®

STYLING

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, & the newest addition, FRAMESI COLOR LOVER
STYLING products. Each filled with a promise to keep your
haircolor shiny & vibrant, infusing color protection, anti-aging
oils & nourishing vitamins day after day.

**When your haircolor lasts 95% longer,
you will feel everlasting love.**



All FRAMESI COLOR LOVER formulas:

- ♥ Cruelty free
- ♥ Paraben free
- ♥ Sodium chloride free
- ♥ Weightless
- ♥ 100% vegan
- ♥ Gluten free
- ♥ Powerful anti-aging properties
- ♥ Will not build up
- ♥ Sulfate free
- ♥ DEA free
- ♥ Thermal & UV protectants

The perfect match

for your favorite haircolor **FRAMESI COLOR LOVER** shampoos, conditioners & leave in treatments 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 is your guarantee for happily ever after!



QUINOA (keen-wah)

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

PROGRESSIVELY SMOOTH

Take Home Smoothing 6 fl.oz./177mL



A ONE OF A KIND PRODUCT

LEADING THE WAY IN SMOOTHING TECHNOLOGY

INNOVATION THAT WORKS

exclusively from  framesi®



NEW STYLING

for the smooth lover

TAKE HOME SMOOTHING

CONTINUOUS CONTROL - Coily to straight, continually transform hair from the inside

PROGRESSIVELY TAME LOCKS WITH EVERY APPLICATION



NOTICEABLE RESULTS IN AS LITTLE AS 3 APPLICATIONS

- ♥ 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
- ♥ Protects against humidity & the environment
- ♥ Works on all hair types

NEW STYLING

for the volume lover



RAISE THE ROOTS

Root Lifter 6 fl.oz./177mL

- ♥ Spray at root to provide fierce 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

Blow Dry Cream 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

NEW

STYLING

for the curl lover



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

Curl Defining Cream 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



DYNAMIC BLONDE

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

DYNAMIC BLONDE VIOLET SHAMPOO 16.9 fl.oz./500mL

- ♥ Intensely dark, rich violet color offers powerful toning
- ♥ Quinoa, conditioning agents, proteins & protectants leave hair moisturized & nourished
- ♥ Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoo
- ♥ Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo



DYNAMIC BLONDE CONDITIONER 16.9 fl.oz./500mL

- ♥ Perfect daily companion for DYNAMIC BLONDE VIOLET SHAMPOO to keep blonde & gray hair cool-toned, soft, and healthy
- ♥ Quinoa, conditioning agents, proteins & protectants leave hair moisturized & nourished
- ♥ Provides moisture, strength, and repair for all hair types
- ♥ Before styling, experience the 11 benefits of PRIMER 11 or PRIMER 11 INTENSE

DYNAMIC BLONDE SERUM 4.75 fl.oz./140mL

- ♥ Daily leave in fluid cream for strength & shine
- ♥ Immediate reconstruction, manageability & moisture for all hair types
- ♥ Weightless & will not build up



PRIMER 11

Leave In Conditioner 8.5 fl.oz./250mL

FRAMESI COLOR LOVER PRIMER 11 Leave In Conditioner is 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.

PRIMER 11 INTENSE

Cream Leave In Conditioner 8.5 fl.oz./250mL

Superheroes do exist. Meet FRAMESI COLOR LOVER 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.

How do PRIMER 11 and PRIMER 11 INTENSE love your hair?

COUNT THE WAYS!



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



- ♥ 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

Anytime - damp or dry hair - spray it, comb it, leave it, feel the love.





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 RICH SHAMPOO

16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ 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 & 33.8 fl.oz./1000mL

- ♥ Rich, ultra-hydrating conditioner
- ♥ Advanced blend of Quinoa, natural coconut oil conditioning agents, vitamins lock in moisture
- ♥ Weightless formula leaves hair with body, condition & fabulous shine
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

MOISTURE RICH MASQUE

16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ This intense moisturizing conditioner instantly provides an 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 build-up
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**



VOLUME BOOST

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

VOLUME BOOST SHAMPOO

16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ 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 & 33.8 fl.oz./1000mL

- ♥ Ultra-light, ultra-rich volumizing conditioner
- ♥ Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume
- ♥ Weightless formula boosts volume
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

VOLUME BOOST 2 PHASE CONDITIONER

8.5 fl.oz./250mL

- ♥ Ultra-light, volumizing leave in spray conditioner
- ♥ Quinoa, vitamins & emollients detangle, eliminate static & aid styling
- ♥ Dynamic 2 phase formulation
 - White Phase - protects color, nourishes hair & smooths the cuticle
 - Violet Phase - protects color, detangles, boosts body & shine
- ♥ Shake it...spray it for one dynamic result





CURL DEFINE

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



CURL DEFINE SHAMPOO 16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ 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 & 33.8 fl.oz./1000mL

- ♥ Ultra defining daily conditioner inspires curls
- ♥ Quinoa, natural oils & vitamins combined with a unique Rice Curl Complex work in synergy to enhance curls
- ♥ Controls frizz & keeps curls defined all day
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

SMOOTH SHINE

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



SMOOTH SHINE SHAMPOO 16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ 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 with a silky, shiny, smooth finish

SMOOTH SHINE CONDITIONER 16.9 fl.oz./500mL & 33.8 fl.oz./1000mL

- ♥ 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 with a silky, shiny, smooth finish
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**



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.



- ♥ 95% longer lasting color
- ♥ For all day smoothness & frizz elimination
- ♥ Thermal tool activated for day & night smoothing
- ♥ Superior Anti-Humidity Serum for all hair types
- ♥ Vitamins C & E lock in moisture, add body & impart incredible shine

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.



- ♥ 95% longer lasting color
- ♥ 72% more thermal protection
- ♥ Cut blow dry time by 47%*
- ♥ Humidity resistant formula eliminates frizz
- ♥ Resurrection Plant (Rose of Jericho) for intense moisture protection

* Test results compared to untreated hair. Actual results vary.



NOSUDS

Throw out the rules. One bottle is all you need. Our unique alternative to daily shampoo keeps your color 95% longer with no build up. Cleans & conditions in one easy step.



NOSUDS CLEANSING CONDITIONER 16.9 fl.oz./500mL

- ♥ Conditioning sulfate free cleansers gently cleanse while maintaining natural moisture balance
- ♥ Quinoa, Sweet Almond Oil, & vitamins leave hair silky & manageable
- ♥ Excellent choice for textured, dry, damaged or curly hair
- ♥ Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**



FRAMESI
COLOR[®]
LOVER

[#framesicolorlover](https://www.instagram.com/framesicolorlover)

*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 2 of this brochure.

FRAMESI COLOR[®] LOVER

Your happily ever after!



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