

 framesi[®]
MILAN



FRAMCOLOR
BOLD

[HCDP TECHNOLOGY]
HIGH CONCENTRATION DIRECT PIGMENTS



FRAMCOLOR
BOLD

Crema colorante per capelli
Hair coloring cream
Crème colorante pour les cheveux
Crema capilar colorante
Crema colorante para cabelos

 framesi

60 ml e Net Wt. 2 oz

MADE IN ITALY - Framesi S.p.A. - S.S. del Giovi, 135
Distributed in the USA exclusively by Framesi U.S.A.

FRAMCOLOR **BOLD**

[HCDP TECHNOLOGY]
HIGH CONCENTRATION DIRECT PIGMENTS

100% LONGER LASTING COLOR*

REMARKABLE SPREADABILITY...USE 50% LESS*

TRUE TO SWATCH...STAYS TRUE TO TONE

FRAMCOLOR BOLD

Cruelty Free, 100% Vegan

Ammonia Free, Gluten Free, and Sulfate Free

*Based on lab test results comparing FRAMCOLOR **BOLD** to analogous leading professional color's performance & claims regarding efficacy and coverage.



#FRAMCOLOR**BOLD**



FRAMCOLOR **BOLD**

[HCDP TECHNOLOGY]
HIGH CONCENTRATION DIRECT PIGMENTS

**LATEST GENERATION OF DIRECT PIGMENTS
FOR LONG-LASTING CREATIVE COLOR**



- ▶ Innovative technology that guarantees maximum longevity, ***experience it from the first wash***
- ▶ Ready to use - No developer needed
- ▶ Even results from root to end
- ▶ Intermixable shades for an infinite variety of creative possibilities for pure **BOLD** inspiration

HCDP

HIGH CONCENTRATION DIRECT PIGMENTS

[HCDP TECHNOLOGY
HIGH CONCENTRATION DIRECT PIGMENTS]

THE WINNING SYNERGY FOR INTENSE, BRILLIANT RESULTS

MAXIMUM SPREADABILITY OF COLOR

Rich vegetable coconut oil cream base with a beautiful floral fragrance bathes the hair in moisture and delivers color molecules deep into the intermediate layer of the hair for an intense, conditioned, long lasting, and uniform result.

INCREDIBLE SHINE

Amaranthus Oil exalts color, enhances shine, and intensifies light reflection.

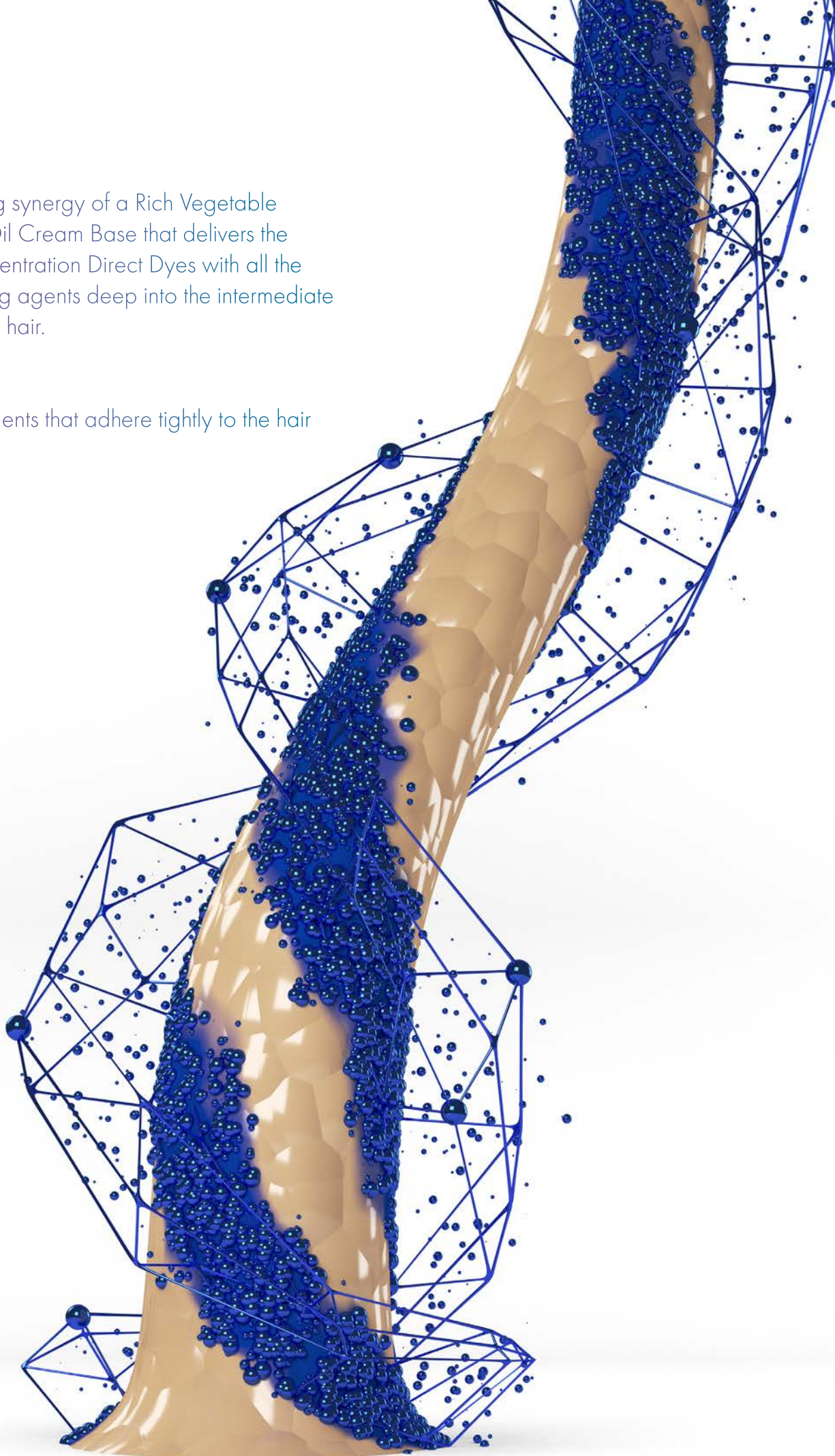
THE RESULT

Even the most damaged hair remains well-structured, hydrated, shiny, and conditioned.

The winning synergy of a Rich Vegetable Coconut Oil Cream Base that delivers the High Concentration Direct Dyes with all the conditioning agents deep into the intermediate layer of the hair.

Results:

Direct Pigments that adhere tightly to the hair



LATEST GENERATION OF DIRECT PIGMENTS

THE RESULTS

100% Longer Lasting **BOLD** Color vs. Competition

FRAMCOLOR **BOLD** Electric Blue

Showing 100% Longer Lasting Color vs Competitor #1 after 30 washes.



TRUE TO SWATCH - *STAYS TRUE TO TONE*

Competitor #2 day 30 shows matte/dull and off tone tonality after 30 washes



*In lab testing, **BOLD** Electric Blue retained more color after thirty washes than competing brands retained after only 15 washes.

THE RESULTS

Vivid color regardless of underlying remaining tone

FRAMCOLOR **BOLD** Electric Blue applied to levels 7, 8, 9, and 10 vs Competitor #1 shows even results on all levels.



INSTRUCTIONS FOR USE

1

Pre-lighten hair to a level 6-9 based on desired shade (see chart below).

SHADES:	PRE-LIGHTEN TO IDEAL LEVEL:
RED	LEVEL 6
ELECTRIC BLUE, COBALT BLUE, GREEN, TEAL, ORCHID, ORANGE, TITANIUM, VIOLET	LEVEL 7
PINK, ROSE GOLD, YELLOW, CORAL	LEVEL 8
SILVER, PASTELS, METALLICS	LEVEL 9

2

Apply **BOLD** color to dry hair. DO NOT MIX with developer. Wear suitable gloves while applying and rinsing color.

[NOTE] - Create depth by mixing any **BOLD** shade with Smokey (see page 14)

[NOTE] - Create pastels by mixing any **BOLD** shade with **BOLD** Clear (see page 14)



3

Process 20 minutes at room temperature.



20 min.

OR...



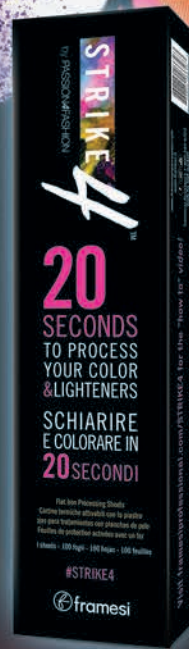
PROCESS ANY
FRAMCOLOR
BOLD

SHADE IN 20 SECONDS WITH

STRIKE

4

FLAT IRON PROCESSING SHEETS



20
SECONDS
TO PROCESS
YOUR COLOR
& LIGHTENERS

faster than foils!



BEFORE



AFTER

STRIKE 4

FLAT IRON PROCESSING SHEETS

FRAMCOLOR
BOLD

HCDP TECHNOLOGY
HIGH CONCENTRATION DIRECT PIGMENTS

+

20
SECONDS
TO PROCESS
YOUR COLOR
& LIGHTENERS

=

faster than foils!

4 easy steps!



DIRECT PIGMENTS PROCESSING	PRELIGHTEN/ BLEACH	PROCESSING/ COLOR	TOTAL PROCESSING
Traditional bleach/ processing with foils	40 minutes	20 minutes	60 minutes
STRIKE4 with FRAMCOLOR BOLD	40 minutes	20 SECONDS!	40 minutes

INSTRUCTIONS FOR USE cont'd.

4

When processing is complete, rinse thoroughly with cool water until water runs clear.



- If using multiple colors, rinse each color separately with strong water pressure to avoid colors bleeding together.
- Optional - finish the service with framesi Color Method Post Color and Mask.



5

For longest lasting color, use FRAMESI COLOR LOVER maintenance products at home.



[NOTE] - FRAMCOLOR **BOLD** clear can be applied as an overlay over dry hair after the permanent or demi-permanent color service for optimum shine.

[NOTE] - Any FRAMCOLOR **BOLD** shade can be applied as an overlay to refresh faded ends during a permanent or demi-permanent color service.

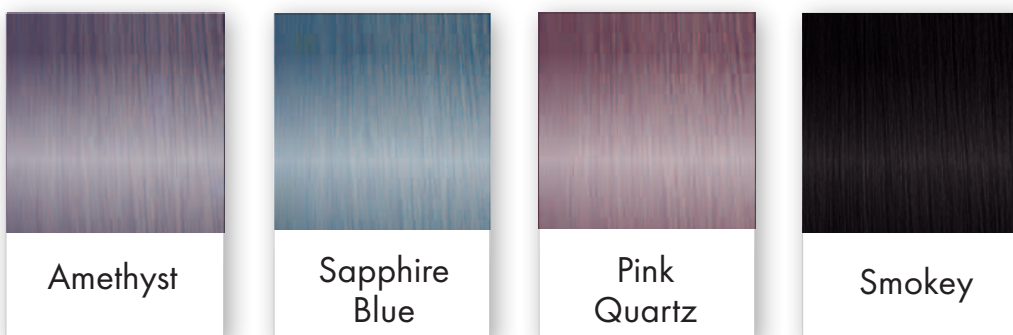
FRAMCOLOR **BOLD**

available in 18 intermixable shades



FRAMCOLOR **BOLD METALLICS**

+ SMOKEY



[NOTE] -

Smokey is an extraordinarily pigmented, almost black, shade that can be added to any Framcolor **BOLD** shade in order to create depth.

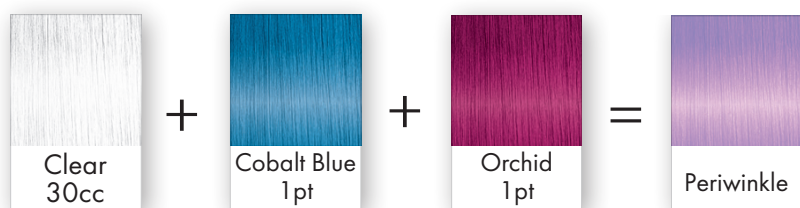
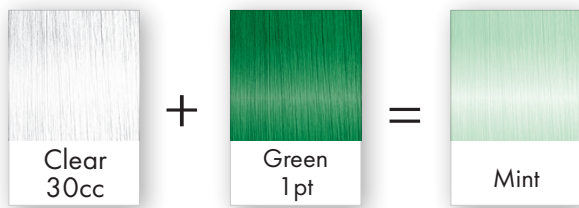
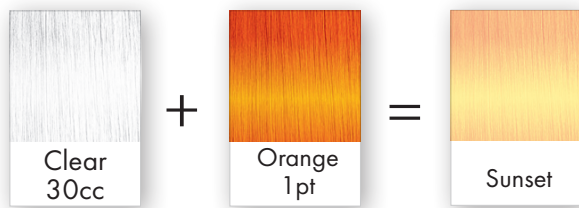
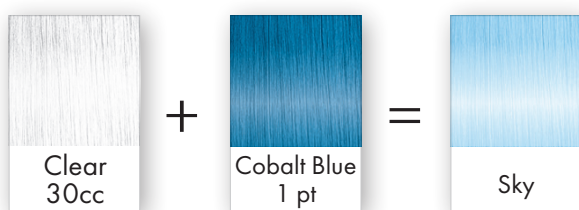




PASTEL CREATIONS

FRAMCOLOR **BOLD** shades are extremely concentrated and produce intense results.

CLEAR allows you to control this intensity and also achieve soft, beautiful pastel shades.



[NOTE] -

With FRAMCOLOR **BOLD**, end result on hair will match color in bowl.



EASY TO REMOVE...

EASY TO CHANGE COLOR

To remove **BOLD** colors:

- [1] Mix 1 scoop of Decolor B Diamond + 100cc (3 1/3 oz.) Developer
- [2] Apply to hair that has been treated with the **BOLD** colors.
- [3] Process at room temperature checking every 5 minutes until the desired result is achieved.

BOLD REMOVAL	INTENSITY OF BOLD TO BE REMOVED
DECOLOR B DIAMOND + WATER	HIGHLY FADED OR PASTEL BOLD REMOVAL
DECOLOR B DIAMOND + 5 VOLUME DEVELOPER	FADED, SOFTER MEDIUM VIBRANCY BOLD REMOVAL
DECOLOR B DIAMOND + 20 VOLUME DEVELOPER	VIBRANT, INTENSE, DEEP BOLD REMOVAL



[NOTE] - If a small amount of color residue remains, it will be easily covered by the high concentration of direct pigments found in FRAMCOLOR **BOLD**

MADE IN ITALY

 framesiusa

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