QUICK and EASY BRILLIANCE

framesi®
MILAN

5D | FRAMCOLOR Eclectic
COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

5D FRAMCOLOR Eclectic COLOR GLOSS

QUICK and EASY BRILLIANCE

FROM NOW ON COLOR HAS FIVE DIMENSIONS:

1 **BRIGHTNESS**
Achieve **vibrant**, **radiant** hair that **shines** from within.

2 **PROTECTION**
Shield your hair from damage and environmental stressors.

3 **HYDRATION**
Keep your hair **moisturized** and looking its **best**.

4 **HEALTH**
Say no to harmful chemicals and **yes** to **healthy hair**.

5 **REPAIR**
Restore your hair's **vitality** and **strength**.

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.

FIVE REASONS TO CHOOSE

3 TRUE TO SWATCH:

Easy to formulate. No guesswork. Create the exact shade your client desires.

2 EFFORTLESS APPLICATION:

The liquid form allows for **quick** and **even distribution**, ensuring a smooth and efficient toning process.

4 COLOR CORRECTION & BALANCING:

Leaves hair with a **pure, refined finish** from root to end.

1 LUMINOUS SHINE AND CONDITIONING:

Not just color, but a treatment for hair – revealing **incredible shine and condition**.

5 QUICK REFRESH BETWEEN SERVICES:

Give your color the **boost** that it needs.

5D FRAMCOLOR Eclectic COLOR GLOSS

QUICK and EASY BRILLIANCE
FORMULATED FOR EASE OF USE WITH SUPERB CONDITION AND SHINE

Effortlessly transform blondes and brunettes with **22+ intermixable liquid toners** for brilliance with ease

LEVEL	Natural (blue-violet)	Warm Natural (blue-red-yellow)	Platinum Gold (yellow-green)	Hazelnut (yellow-red)	Sandy Beige (yellow-violet)	Hot Chocolate (violet-orange)	Violet (violet)	Blue Ash (blue-green)
10 YELLOW WHITE REMAINING COLOR	10N/10.0 Platinum Blonde		10PG/10.31 Platinum Ash Golden Blonde		10SB/10.36 Platinum Sandy Blonde	10HC /10.64 Platinum Chocolate Blonde	10V/10.6 Platinum Pearl Blonde	10BA/10.21 Platinum Ash Blonde
9 YELLOW REMAINING COLOR	9N/9.0 Very Light Blonde	9NW/9.03 Very Light Natural Warm Blonde		9H/9.35 Very Light Hazelnut Blonde	9SB/9.36 Very Light Sandy Blonde	9HC/9.64 Very Light Chocolate Blonde	9V/9.6 Very Light Pearl Blonde	9BA/9.21 Very Light Ash Blonde
8 YELLOW ORANGE REMAINING COLOR	8N/8.0 Light Blonde					8HC/8.64 Light Chocolate Blonde		
7 ORANGE REMAINING COLOR	7N/7.0 Medium Blonde					7HC/7.64 Medium Chocolate Blonde		
6 RED ORANGE REMAINING COLOR	6N/6.0 Dark Blonde					6HC/6.64 Dark Chocolate Blonde		
5 RED REMAINING COLOR	5N/5.0 Light Chestnut					5HC/5.64 Light Chocolate Chestnut		
4 RED VIOLET REMAINING COLOR	4N/4.0 Medium Chestnut							

/00 CLEAR

00/CLEAR
- **Adds more shine** and can be used alone or to dilute the intensity of any shade.
- Does not lift or shift the natural base color.
- Refer to the proportions in the dilution chart to customize your formula:

FORMULA	9V/9.6	9BA/9.21	9NW/9.03	SHADE	CLEAR SHADE	ACTIVATOR
Maximum Dilution				½ oz. 15 mL	1 ½ oz. 45 mL	2 oz. 60 mL
Moderate Dilution				1 oz. 30 mL	1 oz. 30 mL	2 oz. 60 mL
Minimal Dilution				1 ½ oz. 45 mL	½ oz. 15 mL	2 oz. 60 mL
Full Strength				2 oz. 60 mL	-	2 oz. 60 mL

Shade number and color palette is indicated on the **top** of the bottle and on the **front** of the bottle.

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

QUICK and EASY MIXING INSTRUCTIONS

STEP 1
MIX

1:1 MIX RATIO EQUAL PARTS COLOR & ACTIVATOR

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

5D FRAMCOLOR Eclectic COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

STEP 2
APPLY

5-20 min

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 for maximum intensity of the color.

STEP 3
RINSE

Note: If using FRAMCOLOR Eclectic 5D COLOR GLOSS to refresh faded ends after a permanent haircolor service, rinse hair and follow with FRAMESI COLOR METHOD SHAMPOO GO and POST COLOR MASK before styling.

Technical Assistance 1.800.245.6323

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5D | FRAMCOLOR Eclectic COLOR GLOSS

The technology that enhances the five dimensions of color:

BRIGHTNESS   **PROTECTION**   **HYDRATION**   **HEALTH**   **REPAIR**

PHYTOCOMPLEX VEGETABLE EXTRACTED FROM MULLEIN FLOWER
It **absorbs UV rays** and **transforms them into visible light, protecting the hair** from photo-oxidative stress.

BIODEGRADABLE CHELATING AGENT
It chelates metallic ions and prevents the formation of free radicals during oxidative coloring treatments.

MIX OF 3 AMINO ACIDS
Arginine + Betaine + Taurine = nourished, hydrated, repaired, and healthy hair.

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

5D | FRAMCOLOR Eclectic COLOR GLOSS
ACTIVATOR

- 5 Volume Liquid-Cream Activator

- Works in synergy with the Mullein Flower Extract found in the **5D COLOR GLOSS** for **maximum protection** with **increased shine**, **color vibrancy, and longevity**.

- **Shields** against UV, stress, and styling damage.

- Ensures a **gentle** and **flawless** coloring service.

- Contains a specifically formulated **BALANCING pH buffer system** that controls the pH throughout the coloring process.

- Ensures **consistent, non-drip** color results.

- **FRAMCOLOR Eclectic 5D COLOR GLOSS** must be mixed with its dedicated activator.

5D FRAMCOLOR Eclectic COLOR GLOSS

TrendyFORMULAS

Mocha Mousse

Creamy Pearl

Chestnut Praline

Violet Cooler

Almond Truffle

Hazelnut Latte

Toasted Beige

Bronze Ember

FRAMCOLOR Eclectic 5D COLOR GLOSS 8HC (40 mL / 1-1/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 7N (20 mL / 2/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 10SB (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 10V (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 5N (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 5HC (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 10V (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 9HC (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 8N (40 mL / 1-1/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 9HC (20 mL / 2/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 6HC (40 mL / 1-1/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 9H (20 mL / 2/3 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 8HC (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 9SB (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

FRAMCOLOR Eclectic 5D COLOR GLOSS 7HC (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS 9NW (30 mL / 1 oz) +
FRAMCOLOR Eclectic 5D COLOR GLOSS Activator (60 mL / 2 oz)

Note: Mix each formula in a 1:1 ratio with FRAMCOLOR Eclectic 5D COLOR GLOSS Activator.
Apply to wet or dry hair and process for 5-20 minutes, depending on desired results.

5D FRAMCOLOR Eclectic COLOR GLOSS

Easy Brunette Balayage with *Natural* and *Hot Chocolate* Series

1. Pre-lighten: Balayage mid-lengths and ends of the natural level 4 hair to levels 7/8 for soft dimension.

2. Global Gloss: Mix equal parts **FRAMCOLOR Eclectic 5D COLOR GLOSS** 6N + 7HC with FRAMCOLOR Eclectic 5D COLOR GLOSS ACTIVATOR (1:1). Apply roots to ends for a seamless blend.

3. Process from 5-20 minutes, then rinse and style.

4. Perfect for achieving natural, dimensional brunette balayage with a glossy finish!

BEFORE

What **else** makes 5D | FRAMCOLOR Eclectic COLOR GLOSS so **great**?

- ✓ No suds
- ✓ Easy to rinse
- ✓ Easy to spread and adhere to hair
- ✓ Does not lift the natural base
- ✓ True to swatch tonalities... easy to formulate
- ✓ Even deposit from root to end
- ✓ Colors will not go dark or muddy
- ✓ Enhanced shine
- ✓ Convenient and thoughtful packaging!

SHADES EQ CONVERSION CHART

5D FRAMCOLOR Eclectic COLOR GLOSS

REDKEN SHADES EQ*	5D FRAMCOLOR Eclectic COLOR GLOSS
4N+4NB	4N
5N+5NB	5N
6N+6NB	6N
7N+7NB	7N
8N+8NB	8N
9N+9NB	9N
6NB	5HC
7NB	6HC
8NB	7HC
9NB	8HC
10NB	9HC
9V	9V
9NW	9NW
9T	9BA
9GB	9SB
10VV	10V
10GI	10PG

5D FRAMCOLOR Eclectic COLOR GLOSS

SUGGESTED USES:
- **Long Lasting High Gloss** Finish
- **COLOR GLOSS Finish** for Dull Locks
- **Enhance** Current Color
- **Lowlighting**
- **Shadow Rooting**
- **Combat** Unwanted Brassiness
- **Enhance** Brunette Tones
- **Refresh** Faded Ends

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** resulting in **exceptionally soft**, **beautiful,** and **vibrant hair** like you've never seen before.

*REDKEN and SHADES EQ are registered trademarks of L'Oreal USA Creative, Inc
The following color recommendations should only be viewed as a shade direction guide.

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