Framesi Color Lover PRIMER 11

Give your hair the daily care and protection it deserves with a daily dose of Quinoa (Keen-wa) with this ultra leave-in color boost spray. Quinoa Protein, vitamins and emollients detangle, penetrate hair with moisture and shine, and leave it with body and strength. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
◆ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	♦ clinically proven to substantially improve hair color retention offers powerful hair protection & repair
♦ Silk Protein	 ♦ creates a protective, volumizing and shine-enhancing film ♦ its similarity to hair structure allows it to adhere perfectly to the hair shaft
♦ Panthenol	♦ imparts long-lasting moisture retention effects on the hair, adding exceptional body and shine.
♦ Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
◆ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	 ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine ♦ anti-oxidants to protect against environment stress
♦ Cationic conditioning agents	♦ lightweight conditioners that improve wet and dry combing, reduce static to leave hair silky, shiny and manageable
♦ Grape Stem Cells from Italy	 ♦ Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ♦ powerful anti-aging properties
♦ Superoxide Dismutase and UV Protectors	♦ Prevent haircolor fading caused by the environment.

■ 100% VEGAN

■ Sulfate FREE

■ Paraben FREE

■ Gluten FREE

■ DEA FREE

Framesi Color Lover Volume Boost Shampoo

FRAMESI
COLOR
COLOR
LOVER

VOLUME BOOST
SHAMPOO

3.4 fl. oz/100mL, 16.9fl. oz/500mL
33.8fl. oz/100mL

Lusciously lift and strengthen your hair while cleansing with this gentle, sulfate-free volumizing shampoo. Give the hair the care it craves and keep your color 95% longer with

a daily dose of a unique compound rich with QUINOA(Keen-wa), the ultimate source of all-natural plant proteins. This unique compound contains an advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil and vitamins, combined with powerful rice protein work in synergy to boost volume, strengthen hair and support style. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Powerful Rice Protein	 ♦ forms a conditioning shield that increases flexibility and strength ♦ increased moisture retention results in enhanced color intensity, natural shine, volume and bounce
◆Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Meadowfoam Seed Oil Conditioner	♦ effectively repair and prevent damage to hair while enhancing color intensity and significantly improving durability.
♦Aloe Vera Leaf Juice	♦ detangles and forms a conditioning shield on the hair that aids in thickening the hair cuticle
♦Grape Stem Cells from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Powerful Vitamin Blend	♦ anti-oxidants to protect against environment stress
(Vitamin B5, Vitamin E, Vitamin C)	♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV protectors	♦ prevent haircolor fading caused by the environment.

■ 100% VEGAN

■ Sulfate FREE

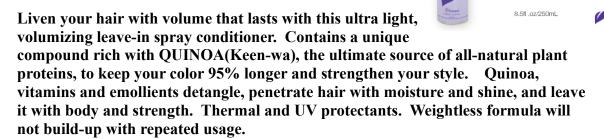
■ Paraben FREE

■ Gluten FREE

■ DEA FREE

Framesi Color Lover

Volume Boost 2-Phase Conditioner



<u>Features</u>	<u>Benefits</u>
◆ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Conditioning Polymers	 ◆ provide excellent slip, detangling, combability, conditioning and shine without build-up ◆ leave hair with enhanced color intensity and shine
♦ Chromaveil "ProtecTress of Your Color"	♦ protects hair color from fading and damage due to thermal and UVA/UVB exposure
◆ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	 ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine ♦ anti-oxidants to protect against environment stress
♦ Conditioning silicone shiners	 ♦ remove tangles, softens and condition hair eliminating static ♦ help smooth and repair hair cuticles leaving hair with a brilliant, healthy shine
♦ Grape Stem Cells from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
◆ Superoxide Dismutase and UV Protectors	◆Prevent haircolor fading caused by the environment.

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FRAMESI

COLOR

VOLUME BOOST

2 PHASE CONDITIONER

Framesi Color Lover Volume Boost Conditioner

Get high volume with softness and shine with this ultralight, ultra-rich volumizing conditioner. Keep your color 95% longer and pump up your style with a unique



compound rich with QUINOA (Keen-wa), the ultimate source of all-natural plant proteins. Quinoa, combined with natural coconut derived conditioning agents, rich oils and silk amino acids work in synergy to strengthen hair and boost volume. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Natural Coconut Oil derived conditioning agents	 ◆ remove tangles, softens and condition hair without weight ◆ help smooth and repair hair cuticles, eliminate static and leave hair with a brilliant, healthy shine
♦ Silk Amino Acids	 ♦ able to penetrate hair, strengthen, add density and long-lasting volume ♦ excellent moisture binding qualities leave hair with weightless nourishment, enhanced color intensity and instant body
♦ Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
◆ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	 ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine ♦ anti-oxidants to protect against environment stress
♦ Rich blend of different weight natural oils — (Sweet Almond, Coconut, Rice, Safflower,)	◆replace the structure of oil on healthy hair to give strength, support and shine
♦ Grape Stem Cells from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Superoxide Dismutase and UV Protectors	◆ Prevent haircolor fading caused by the environment.

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Framesi Color Lover Moisture Rich Shampoo

Dive into the deep end of moisture for your thirsty hair and indulge in a daily dose of a unique compound rich with QUINOA(Keen-wa), the ultimate source of all-natural



plant proteins. Infuse your hair with superior moisture and keep that fabulous color 95% longer with this sulfate-free, ultra hydrating shampoo. This unique compound contains an advanced blend of Quinoa, Aloe Vera Leaf Juice, Silk Amino Acids and vitamins, combined with nourishing Shea Butter, working in synergy to drench the hair in rich moisture, restore vitality, radiance and instantly revive dry hair. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain",	♦ clinically proven to substantially improve hair color retention
considered a complete protein with all 8 essential amino acids)	♦ offers powerful hair protection & repair
♦Aloe Vera Leaf Juice	 ♦ detangles and forms a conditioning shield on the hair that offers significant curl retention ♦ seals in moisture and smoothes the cuticle surface
♦ Silk Amino Acids	 ♦ deeply penetrate hair to deliver strengthening and conditioning benefits ♦ effectively repair and prevent damage to hair while enhancing color intensity and significantly improving manageability
♦ Shea Butter	♦ absorbs quickly into hair to repair against dryness and brittleness, instantly restoring condition and shine
◆Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Meadowfoam Seed Oil Conditioner	• effectively repair and prevent damage to curls while enhancing color intensity and significantly improving durability.
♦Grape (Fruit) Cell Extract from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆ powerful anti-aging properties
◆ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	♦ anti-oxidants to protect against environment stress, impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV protectors	♦ prevent haircolor fading caused by the environment.

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Framesi Color Lover Moisture Rich Conditioner

Replenish the moisture your hair craves and infuse it with softness and shine with a daily dose of this ultra hydrating conditioner. Keep the color you love 95% longer with a unique compound rich with QUINOA (Keen-wa), the



ultimate source of all-natural plant proteins. This unique compound contains an advanced blend of Quinoa, natural coconut oil conditioning agents, silk protein and vitamins to lock in moisture and give hair body, condition and fabulous shine. Thermal and UV protectants. Weightless formula will not build-up even if used daily.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa Protein (known as the "Mother Grain", considered a complete protein with all 8 essential amino	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
acids)♦ Natural Coconut Oil derived conditioning agents	♦ remove tangles, soften and straighten unruly hair
conditioning agents	♦ help smooth and repair hair cuticles leaving hair with a brilliant, healthy shine
♦ Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Silk Amino Protein	 ♦ the "princess of fiber" delivers excellent moisture retention, improving hydration ♦ adds body, shine and manageability
◆ Rich blend of different weight natural oils – Natural Moisturizing Factors	♦ mimic the structure of oil on healthy hair to give strength
(Coconut Oil, Sweet Almond, Sunflower Seed Oil, Rice Bran Oil)	♦ lock in moisture smoothing the cuticle to eliminate frizz, static and boost shine
♦Grape Stem Cells from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Powerful Vitamin Blend	♦anti-oxidants to protect against
(Vitamin B5, Vitamin E, Vitamin C)	environment stress ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV Protectors	♦ Prevent haircolor fading caused by the environment.

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Framesi Color Lover Moisture Rich Masque

When your hair needs intense moisture, this ultra-deep moisturizing conditioner will instantly provide an ultra-deep revitalizing treatment. A unique compound rich with QUINOA (Keen-wa), an all-natural source of plant



proteins, returns radiance and preserves color 95% longer. This unique compound contains an advanced blend of Quinoa, natural oils and vitamins, combined with silk amino acids to deeply immerse hair in moisture and nutrients, repair dry, damaged hair from within. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>	
♦ Quinoa Protein (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ penetrates hairshaft for powerful hair protection & repair 	
♦ Natural Coconut Oil derived conditioning agents	 ♦ remove tangles, soften and straighten unruly hair ♦ help smooth and repair hair cuticles leaving hair with a brilliant, healthy shine 	
◆Chromaveil "ProtecTress of Your Color"	 ◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure 	
♦ Silk Amino Acids	 ♦ deeply penetrate hair to deliver strengthening and conditioning benefits ♦ effectively repair and prevent damage to hair while enhancing color intensity and significantly improving manageability 	
♦ Coconut Oil —	 ◆ replace the structure of oil on healthy hair to give strength ◆ penetrates hair to lock in moisture, smoothing the cuticle to boost shine 	
♦Grape Stem Cells from Italy	◆ Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆ powerful anti-aging properties	
♦ Powerful Vitamin Blend	♦ anti-oxidants to protect against environment	
(Vitamin B5, Vitamin E, Vitamin C)	stress ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine	
♦ Superoxide Dismutase and UV Protectors	◆Prevent haircolor fading caused by the environment.	

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Framesi Color Lover Smooth Shine Shampoo

Hello smooth and sleek, farewell fly-aways and frizz. This gentle sulfate-free smoothing shampoo keeps color 95% longer with a unique compound rich with QUINOA



(Keen-wa), the ultimate source of all-natural plant proteins. Quinoa, Meadowfoam seed oil, Aloe Vera Leaf Juice and Vitamins, combined with a conditioning silk moisturizer work in synergy to nourish and calm unmanageable, frizzy hair, protect it from humidity and leave it with a silky smooth finish. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain" considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Conditioning Silk Polymer	♦ provides conditioning and hair strength leaving hair silky smooth
♦Aloe Vera Leaf Juice	 ♦ detangles and forms a conditioning shield on the hair that offers significant curl retention ♦ seals in moisture, smoothes the cuticle surface and eliminates static
♦ Chromaveil "ProtecTress of Your Color"	◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Meadowfoam Seed Oil Conditioner	• effectively repair and prevent damage to curls while enhancing color intensity and significantly improving durability.
♦ Grape (Fruit) Cell Extract from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	 ♦ anti-oxidants to protect against environment ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV protectors	♦ prevent haircolor fading caused by the environment.

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Framesi Color Lover Smooth Shine Conditioner

Unlock your smoothest, shiniest hair ever while preserving your color 95% longer with this ultra rich smoothing conditioner. The key is a unique compound rich with QUINOA (Keen-wa), an all-natural source of



plant proteins. Quinoa, combined with coconut oil conditioning agents, flax protein, natural oils and vitamins, work in synergy to nourish and calm unmanageable, frizzy hair, protect it from humidity and leave it with a silky smooth finish. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Natural Coconut Oil derived conditioning agents	 ♦ remove tangles, soften and straighten unruly hair ♦ help smooth and repair hair cuticles leaving hair with a brilliant, healthy shine
♦ Chromaveil "ProtecTress of Your Color"	♦ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Flax Protein	• effectively repair and prevent damage to curls while enhancing color intensity and significantly improving durability.
♦ Rich blend of natural oils - (Coconut, Sweet Almond and Safflower Oil)	 ♦ excellent film forming properties smooth the hairshaft and help restore damaged hair ♦ nourishes dry hair and controls fly aways
◆Grape (Fruit) Cell Extract from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Powerful Vitamin Blend	♦ anti-oxidants to protect against environment
(Vitamin B5, Vitamin E, Vitamin C)	♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Conditioning Emollient and Shiner	♦ provides sheen, lubricity and ease in combing
♦ Superoxide Dismutase and UV Protectors	♦ Prevent haircolor fading caused by the environment.

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Framesi Color Lover Curl Define Shampoo

Gently cleanse and smooth every curl while preserving your color 95% longer with this sulfate-free moisturizing shampoo, featuring a unique compound rich with



QUINOA (Keen-wa), the ultimate source of all-natural plant proteins. This unique compound contains an advanced blend of Quinoa, Aloe Vera Leaf Juice and vitamins, combined with a unique Rice Curl Complex work in synergy to enhance curls, control frizz and keep curls defined all day. Defies even the highest humidity. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Unique Rice Curl Complex	 ♦ delivers curl retention and optimizes integrity of broken or damaged hair ♦ reduces moisture loss, detangles and defrizzes curls leaving hair with enhanced color intensity, conditioned, hydrated, and protected.
♦ Chromaveil "ProtecTress of Your Color"	♦ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Meadowfoam Seed Oil Conditioner	• effectively repair and prevent damage to curls while enhancing color intensity and significantly improving durability.
♦Aloe Vera Leaf Juice	♦ detangles and forms a conditioning shield on the hair that seals in moisture, smoothes the cuticle surface, and offers significant curl retention
♦ Grape Stem Cells from Italy	◆Rejuvenates hair stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
♦ Powerful Vitamin Blend	♦ anti-oxidants to protect against environment stress
(Vitamin B5, Vitamin E, Vitamin C)	♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV protectors	♦ prevent haircolor fading caused by the environment.

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Framesi Color Lover Curl Define Conditioner

Define, detangle and delight your curls with an infusion of moisture. Boost curves, calm frizz and keep color 95% longer with a unique compound rich with QUINOA(Keen-wa). This unique compound contains an



advanced blend of Quinoa, natural oils and vitamins, combined with a unique rice curl complex work in synergy to enhance curls, control frizz and keep curls defined all day. Defies even the highest humidity. Thermal and UV protectants. Weightless formula will not build-up with repeated usage.

<u>Features</u>	<u>Benefits</u>
♦ Quinoa (known as the "Mother Grain", considered a complete protein with all 8 essential amino acids)	 ♦ clinically proven to substantially improve hair color retention ♦ offers powerful hair protection & repair
♦ Unique Rice Curl Complex and Silk Amino Acids	 ♦ delivers curl retention and optimizes integrity of broken or damaged hair ♦ reduces moisture loss, detangles and defrizzes curls leaving hair with enhanced color intensity, conditioned, hydrated, and protected.
♦ Chromaveil "ProtecTress of Your Color"	 ◆ protects hair color from fading and damage due to thermal and UVA/UVB exposure
♦ Meadowfoam Seed Oil Conditioner	• effectively repair and prevent damage to curls while enhancing color intensity and significantly improving durability.
♦ Rich blend of different weight natural oils – Natural Moisturizing Factors (NMF's) (Almond, Coconut, Safflower, Wheat Germ Oil)	 ♦ mimic the structure of oil on healthy hair to give strength and shine ♦ support curl formation by fill in gaps where there is damage, smooth the cuticle, eliminate static, and control frizz
♦ Grape Stem Cells from Italy	◆Rejuvenates human stem cells by combating environmental and UV stress, promoting vitality and youthfulness of the hair. ◆powerful anti-aging properties
◆ Powerful Vitamin Blend (Vitamin B5, Vitamin E, Vitamin C)	 ♦ anti-oxidants to protect against environment stress ♦ impart long-lasting moisture retention on the hair, adding exceptional body and shine
♦ Superoxide Dismutase and UV Protectors	♦ Prevent haircolor fading caused by the environment.

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- **Paraben FREE**

- **Gluten FREE**
- DEA FREE
- Sodium Chloride FREE