

FRAMCOLOR2001

TECHNICAL
MANUAL



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INTRODUCTION

JUST FOR YOU. _____

The framesi *just for you* philosophy

Just for whom? *The hairdresser.*

Founding Principles

framesi founder Roberto Franchina believed that the professional hairdresser plays one of the most important roles in our society, because when people feel beautiful, they present themselves with more confidence and are more successful in their daily endeavors. This is why, since its founding in 1945, framesi has been dedicated to supporting the professional hairdresser with products and programs that enhance the artistry of beauty.

“Better Beauty = Confidence and Success”

Professional Only

framesi products have always been professional only, sold exclusively to licensed hairdressers. Believing that the hairdresser should always have the authority to recommend the best products for their client, framesi never sells its products to retail chains or discount beauty outlets. Diversion of framesi products is almost non-existent; in fact, framesi has the lowest rate of diversion in the industry according to A.C. Nielsen.

Simply the Best Color Performance

The preferred color of stylists around the world - “the colorist’s color.”

Always aware of the challenges hairdressers face when performing color services - i.e. preserving the integrity of the hair, covering resistant gray, achieving long-lasting results - framesi manufactures the preferred haircolor of hairdressers the world over.

Framcolor Glamour, Framcolor 2001, and **Framcolor Futura®** leave the hair in superior condition and shine with 100% gray coverage and fade resistance that is second to none. framesi also offers the industry’s most versatile and highest quality deposit-only color systems: **Mixcolor Crema** and **Framcolor Eclectic**.

Mixcolor Crema is an activator designed to be mixed with **Framcolor Futura** or **Framcolor 2001**, for tone-on-tone, deposit-only results. It is the best choice for toning highlights, refreshing faded ends, and as a shine enhancer.

Framcolor Eclectic entered the color scene as the Next Generation of Demi-permanent Cream Haircolor with cutting edge Encapsulation Technology and **Black Diamond Extract**. With 49 intermixable shades, you can refresh faded ends, tone highlights, blend gray, or use as a shine enhancing gloss. With the new Intense Natural series, you can achieve 80-100% gray coverage from an ammonia-free, demi-permanent color. The longest lasting color durability, coverage and shine ever experienced from a demi-permanent color.

 INTRODUCTION

INNOVATION THAT WORKS

 exclusively from  **framesi**
MILAN

Framcolor 2001 INTENSE

Permanent haircolor that processes in **HALF THE TIME!** Innovative FPP Technology (Fast Pigmentation Processing) in a non-progressive formulation achieves intense performance processing and up to 4 levels of lift in **HALF THE TIME! INTENSE** 100% gray coverage, condition, shine and longevity with uncompromised hair integrity.

Comprised of 22 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes.

Framcolor 2001 INTENSE can be mixed with any **Framcolor 2001** shade for 112+ shades that process in **HALF THE TIME!**

Framcolor **BOLD** with HCDP Technology (High Concentration Direct Pigments) guarantees 100% longer lasting bold color results with remarkable spreadability that ensures you will use 50% less product. Framcolor **BOLD** is true to swatch and tone. This direct deposit pigment does not require developer and is ready to use right from the tube.

Framcolor Eclectic CARE The evolution of ammonia-free permanent haircolor, **Framcolor Eclectic CARE** offers unparalleled coverage, shine, performance. With up to 3 levels of lift with no build-up, every single shade gives 100% gray coverage. Age Prevention Technology (Black Seed Oil) and other rich ingredients leave hair with unmatched condition and shine. It can be mixed with **Framcolor Eclectic** for unlimited creativity and increased performance.

Framcolor 2001 LIGHT&SHINE is a permanent haircolor that lifts and deposits up to 3 levels on tinted hair, predictably. No prelightening or bleaching required. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

STRIKE4 Flat Iron Processing Sheets

process framesi lighteners, Framcolor **BOLD** and framesi direct and oxidative pigments in 20 seconds. Thermal sheets protect the hair and heat evenly for uniform coverage. The performance and longevity of hair processed in 20 seconds using **STRIKE4** processing sheets are as good as or better than hair color processed traditionally.

FRAMESI COLOR LOVER

framesi conditioning, styling and treatment products allow the hairdresser to increase client satisfaction and build retail business. Always on the cutting edge of technology, framesi products feature the newest, most revolutionary ingredients, the latest fragrances and elegant but contemporary packaging.

INTRODUCTION

FRAMESI COLOR LOVER STYLING

Styling products specially formulated to keep haircolor shiny and vibrant, infusing color protection, anti-aging and nourishing vitamins for 95% longer lasting haircolor. Weightless formulas will not build-up, coat or dull haircolor.

Progressively Smooth

A one of a kind take home smoothing product leading the way in smoothing technology. Penetrates deep into hair to smooth and transform hair from the inside. Has a progressive effect....the more the product is used, the smoother and less frizzy the hair becomes. Noticeable results in as little as 3 applications. Can be used with a flat iron, but not required.

Raise the Roots

A root lifter for all hairtypes, even the finest textures. Spray at root to provide fierce lift and volume. Spray from root to ends for all over texture and body.

Blow it Big

Blow dry cream moisturizes, adds volume and body, and leaves hair tossable. Speeds up drying time and offers Strong thermal protection.

Curl Pudding

Curl defining cream defines and separates curl, providing softness and curl definition. Adds moisture, conditions curls, smooths and tames frizz. Softens unruly hair, reduces breakage.

Bounce

Redefines curls, day of and day after. Moisture rich formula instantly smooths hair and eliminates frizz. Delivers humidity protection and curl support.

FRAMESI COLOR LOVER DYNAMIC BLONDE

Everyone's favorite trio for keeping blonde/gray/white hair brighter and more refined.

Dynamic Blonde Shampoo contains the Strongest amount of violet pigment to quickly and effectively neutralize yellow and eliminate brassiness without build-up.

Dynamic Blonde Conditioner is an intense daily conditioner that drenches hair in rich moisture, providing strength, repair, and slight toning to blonde/gray hair.

Dynamic Blonde Serum is a revolutionary fluid cream that provides immediate reconstruction by enveloping lightened blonde hair in a protective layer of moisture, condition, and shine.

Dynamic Blonde Shampoo, Conditioner, and Serum will maintain your blondes the coolest, while conditioning the hair without build-up.

INTRODUCING DYNAMIC RED & BRUNETTE

Dynamic Red

Rekindle your Red! **FRAMESI COLOR LOVER DYNAMIC RED SHAMPOO** keeps reds fiery and true to tone while banishing brass and replacing lost pigments. Natural conditioning agents coupled with **POMEGRANATE EXTRACT** and **QUINOA** enrich hair, root to tip for even color, no drying or buildup. .

Dynamic Brunette

Less Brass. More Class. **FRAMESI COLOR LOVER DYNAMIC BRUNETTE SHAMPOO** keeps brunette locks looking rich, cool and refined. Natural conditioning agents coupled with **BLUE-GREEN SPIRULINA** and **QUINOA** exude superior condition and shine, not unwanted build up or dryness.

INTRODUCTION

JUST FOR YOU

Education

framesi Set the Standard for Color Education

framesi set the standard for color education. framesi offers free in-salon education classes to all new color users, ensuring a smooth transition into the framesi color system. Continuing education and specialty classes are available for stylists at all levels of expertise who want to advance their color and artistry skills.

framesi **elite** Loyalty Program

framesi **elite** is a Free Loyalty Program Specifically Designed for Professional Salons & Independent Stylists.

Salons/Stylists can earn points through the purchase of framesi products, which can be redeemed through product, education, and framesi exclusive salon accessories & tools.

framesi **elite** further supports the hairdresser through framesi **elite** the beauty professional's most lucrative salon rewards program. framesi **elite** rewards those salons who are most dedicated to framesi products. framesi **elite** Salons accrue credit, or points, toward their future purchases for every dollar they spend. In addition, framesi **elite** Salons receive free product introductions, special educational offerings and updates on new products and other framesi news.



framesi Italian Style

The Total Look of Contemporary Beauty framesi believes that hairdressers stay at their competitive best when they are knowledgeable not only about the products they use, but also about the relationship between their artistry and the latest European fashions. With Italian Style, the hairdresser becomes a consultant who is able to advise clients on the Total Look of Contemporary Beauty. Twice a year, framesi salons around the world receive two collections of hair and makeup proposals that coordinate with the season's fashions - Italian Style, for more classical styles, and Italian Style Energy, which features edgier, trendier looks.

JUST FOR YOU

Since 1945, framesi has been dedicated to providing products, education and support services that assist the hairdresser in creating better beauty for the salon client. With our continuing commitment to market research and product development, framesi will remain a partner with those experts who make the world a more beautiful place.

We exist because you exist.

framesi. It's JUST FOR YOU.

INTRODUCTION

Mastering the Medium

Before a painter can be truly creative, he or she must first master the fundamentals of light, color and shape. Before a sculptor ever creates a masterpiece in marble, he or she must first learn to use a hammer and chisel. There is no such thing as art without, first, the fundamentals. The reason is this - there cannot be artistic creativity without the technical mastery of the medium.

This fact is also true in the professional beauty industry. No matter how much talent each of us might have, until we master the technical aspects of our "medium," we will never realize our creative and artistic potential. Nowhere is this fact more true than in chemical services, such as color, relaxing and permanent waving.

This means you need to be aware of the physical and chemical structure of the hair because in the art of chemical services, you are changing that structure. You need to understand the changes you will be making as well as how those changes take place and when.

This manual will train you and share ideas on how to conduct a successful color and texture consultation.

Our Commitment to Color Excellence

You may think that using the world's finest haircolor is somehow more difficult or more complex. That color this rich and natural is somehow beyond your reach. Once you discover how easy it is to offer the beauty and quality of framesi to your clients you will change the way you think about color... forever.

framesi changed the history of haircolor. framesi products are developed in the center of world fashion - Milan, Italy. This sophisticated, world-class influence for creating cutting-edge innovations in the world of fashion, art, culture and color is unmistakable.

framesi has pioneered the use of European haircolor in America. We were the first to emphasize the conditioning qualities of cream-based color, the low ammonia content to protect the natural shine and feel of the hair, and the predictability of the color bases and developers in achieving desired results. We continually research, test and improve our products.

Today, framesi products are distributed in over 87 countries worldwide.



CLIENT CONSULTATION

Client Consultation

is the strongest marketing and merchandising tool a stylist has within the realms of the salon.

Client Consultation

can be the most important service performed on a client.

A Client Consultation

should take place with every single client that sits in your chair, every time.

NEW CLIENTS

Let's consider first the new client to the salon. As a client walks into the salon, who is the first person she comes in contact with? The receptionist. Ensure that not only your receptionist, but every stylist, wears some sort of color/perm and has healthy, shiny hair and an up-to-date overall look. As a professional stylist recommending professional products and services, you should be an example of what those products can do.

Take a minute and think about it. How would you feel if you were walking into a new salon to get a haircut, color or perm? You have no idea:

- Who this person is
- The level of skill the stylist possesses
- What his/her personality is like

From the stylist's point of view, the **Client Consultation** can provide you with vital information needed to successfully service your new client so that she will return time and time again and trust your professional opinions and skills.

EXISTING CLIENTS

Have you ever heard this from a new client "I've been going to the same stylist for years. I kept asking for something different and never got it. So I thought I'd try someone new."

Developing a loyal clientele as well as maintaining existing clientele is not difficult, but it does take some effort and, most of all, focus. We have a very powerful tool at our disposal... the **Client Consultation**.

FIVE STEPS TO A CLIENT CONSULTATION

The Client Consultation - the first step for any salon procedure/service

There are five steps to a successful **Client Consultation**... Listen, Share, Clarify, Ask Permission and Action.

CLIENT CONSULTATION

STEP 1 – LISTEN

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products. With a doctor, for example, the consultation of the patient is the most important time spent with the patient. That is where the doctor evaluates the needs of the patient and prescribes the proper medicine or procedure that best treats the situation. Our profession should present itself no differently.

STEP 2 – SHARE

After hearing your client's impression, it is time to share your professional expertise.

Take your time. This is the most important step, because this is where your expertise as a professional comes into play.

- ◇ Analyze your client's face. Is it Oval... Pear... Heart... Round... Square Oblong... Diamond?
- ◇ Analyze your client's features: Eye placement... nose shape... mouth size... etc. Hair should act as arrows, pointing toward good and away from poor features.
- ◇ Proper color highlights the positive and compensates for the negative. Remember that darker colors enclose. Lighter colors open and enlarge.



BE HONEST WITH YOUR CLIENT

This is the time to discuss the following:

1. **The service and in-salon treatments** – what it is going to cost and how much time is involved.
2. **Advanced booking** and how often they need to visit the salon to maintain their new look.
3. **Home maintenance** – recommend or prescribe the necessary framesi products for the client to maintain their color and for you to guarantee the service.

STEP 3 – CLARIFY

Confirm that the client is in agreement with the service they desire.

STEP 4 – ASK PERMISSION

When the client's expectations match your own, simply ask, "May we proceed?"

STEP 5 – TAKE ACTION

The service begins!

CLIENT CONSULTATION

TRY THE FOLLOWING STEPS FOR ATTENTIVE LISTENING:

1. Sit on the same level as the client and face them eye-to-eye. Curb the tendency to perform **Client Consultation** looking at the client totally through the mirror.
2. When the client is expressing themselves, encourage them by some sort of acknowledgement, either a verbal “uh-huh” or “I see” or non-verbal cues such as a smile or nod.
3. Do not interrupt when the client is speaking. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client's perception of the situation.
4. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully while gathering information. As you gather this information, it will help you properly analyze your client's hair type to successfully proceed with the color service.

Use a client file to record all information gathered for future reference.



Questions - A listening checklist:

1. What is your past experience with haircolor?
2. Has your hair been chemically treated with a perm or relaxer?
3. What do you want this new color to do for you?
4. What kind of color tones do you like?
5. What is your occupation?
6. What is your lifestyle? Personality?
7. Home maintenance and styling needs?
8. How often are you available for touch-ups?

FRAMCOLOR2001

THE ART OF COLOR

We're changing the history of haircolor. Again. framesi pioneered the use of European haircolor technology in America. We were the first to emphasize the conditioning qualities of cream-based color and use low-ammonia bases to protect the natural shine and condition of the hair. We are the company that developed the first truly predictable series of color bases and developers for precise results. And, we introduced the European 10-level system to the United States, referred to today as the industry standard.

We changed the history of haircolor then. Now with **Framcolor 2001** we are in constant evolution. The **Framcolor 2001** shades are continuously being updated, to provide you with the latest, most up to date technology and color trends. So in essence, **Framcolor 2001** was developed 20 minutes ago.

Framcolor 2001 opens a world of creative possibilities. The most technologically advanced color line in the world, **Framcolor 2001** is designed with a perfectly calibrated, 11-level system. Light to dark at each level is calibrated more precisely, for easier determination of natural level and more accuracy in formulating. Percent of ammonia and dye at each level is perfectly calibrated; resulting in less damage and less fadage of haircolor.

Formulation of **Framcolor 2001** begins with a base of rich vegetable coconut oil. In a study, the Journal of Cosmetic Science proved what framesi has known for decades - that vegetable coconut oil protects hair better than any other oil during a chemical service.

The **Framcolor 2001** Natural Series is formulated with a perfect balance of primary colors at each level, allowing for more perfect, natural results. With the **Framcolor 2001** Natural Series, more natural highlights shine through, and colors appear slightly lighter than the traditional system.

The **Extreme Natural Series** (EXN) has a blue-violet base and results in a cooler, denser, more extreme coverage. With the NP and EXN series you can customize your coverage and optimize your results.

Over 100 shades and 27 bases allows for less intermixing and unlimited creativity. The colors are made up of pure bases, and pre-blended bases, from the purest reds and golds to the most natural browns and ashes - *for unlimited creativity.*

Ultra-refined, balanced color dyes and true cream base colors at a perfect consistency, for more control of application and better placement of color. This creates superior gray coverage and even color results from roots to ends.

All of this at a 1:2 mix ratio means a superior color system at a more economical price!

With the addition of the EXN Series to the current **Framcolor 2001** countless color options, it marks the *first time ever* in permanent haircolor that one line does it all. Coverage as solid or as naturally reflective as you choose... Shades as pure or as natural as you choose... all with superior shine, condition and longevity, known only to framesi.

THE ART OF COLOR

Framcolor 2001 INTENSE

We're changing the history of haircolor once again! Finally, permanent haircolor that processes in HALF the time! Comprised of 36 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes for 100% gray coverage and 4 levels of lift! Yes, you read that right! **INTENSE** 100% gray coverage in a non-progressive formulation that process in HALF the time. Hair integrity...uncompromised, and the superior condition, shine and longevity of traditionally-processed framesi hair color lines. After 3 years of research and over 4,000 on-head applications, enter **Framcolor 2001 INTENSE!** **Framcolor 2001 INTENSE** can be mixed with any **Framcolor 2001** shade for 112+ shades that **process in HALF the time!** Turn any **Framcolor 2001** shade into a deeper, cooler, and denser shade, with a more solid finish by simply mixing ½ of the formula of **Framcolor 2001 INTENSE** with ½ of any **Framcolor 2001** shade and **process for HALF the time** with 100% gray coverage and 4 levels of lift without compromising hair condition, shine, or longevity.

Framcolor 2001 Light&Shine

Permanent haircolor that lifts and deposits up to 3 levels on tinted hair, predictably. No pre-lightening or bleaching required. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

Framcolor 2001 Base Breakers

Permanent haircolor used to blend natural regrowth with lightened hair, creating softer lines and beautiful dimension with predictability and control. **Framcolor 2001 Base Breaker** offers *1 level of lift in 5 minutes, or 2 levels of lift in 10 minutes.*

Base Breaker Neutral lightens without tonality when warmth is desired.

Base Breaker Cool lightens with cool tonality to control warmth. Use with 20 volume at a 1:2 mix ratio for quick, predictable results. Can be used as an all-over color to quickly brighten and illuminate hair, or blend gray.

Nowhere is the framesi commitment more fully realized than in our dedication to the professional hairdresser and to the creation of superior quality products that continue to advance the art of color.

FRAMCOLOR2001

Feature	Benefit	
Vegetable Coconut Oil Cream Base - Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service	<ul style="list-style-type: none"> · Superior condition · Resilience / shine · Less damage (even after repeated chemical services) · Protects hair fiber · Minimal fadage 	<ul style="list-style-type: none"> · Leaves hair receptive to additional chemical services · Ammonia odor is masked · More user friendly · Keeps product moist
Vitamin C	<ul style="list-style-type: none"> · Anti-oxidant · Fights against free radicals 	<ul style="list-style-type: none"> · Stabilizes color, preventing fading · Preserves youthful vitality of hair
Perfectly calibrated level system (11 levels) - Light to dark between each level is more accurately calibrated.	<ul style="list-style-type: none"> · Precisely determine natural level · More accuracy in formulating 	<ul style="list-style-type: none"> · More precise, true to tone shades at each level
Perfectly calibrated percentage of ammonia and dye required at each level	<ul style="list-style-type: none"> · Less damage during color service · Less fadage 	<ul style="list-style-type: none"> · More precise, true to tone shades at each level
7 Series that can be used alone for gray coverage - Natural NP, Extreme Natural (EXN), Wood (W), Cool Brown (CB), Caramel (KR), Glace (G), Earth (E, ER, Extra)	<ul style="list-style-type: none"> · More perfectly balanced bases with superior coverage · 39 shades that offer perfect gray coverage with no intermixing required 	<ul style="list-style-type: none"> · Unlimited creativity with complete gray coverage when mixed with all other Framcolor 2001 shades
Natural Series for customized coverage and finish	<ul style="list-style-type: none"> · Yellow pigment added to Natural Perfect (NP) for more light reflection and a more natural coverage · Blue/Violet in Extreme Natural Series (EXN) for a cooler, more dense, more extreme coverage 	<ul style="list-style-type: none"> · Can be mixed with any Framcolor 2001 shade for the most natural, reflective coverage to a cooler, more dense coverage as desired
Pure base colors	<ul style="list-style-type: none"> · The purest Reds and Golds with no Browns 	<ul style="list-style-type: none"> · Unlimited creativity · Achieve the most vibrant, vivid results
Pre-blended colors	<ul style="list-style-type: none"> · The most beautiful natural Browns and Woodsy Browns, for superior gray coverage on even the most resistant hair 	<ul style="list-style-type: none"> · Beautiful, natural Reds without mixing · Natural results with shine and condition
Low 2% Ammonia	<ul style="list-style-type: none"> · Less cuticle opening · Less fadage · Less damage 	<ul style="list-style-type: none"> · Protects the integrity of the hair · Leaves the hair in superior condition
Amaranthus Oil	<ul style="list-style-type: none"> · Exalts the color of the hair 	<ul style="list-style-type: none"> · Enhances shine and intensifying light reflection
1:2 mix ratio (1 part color, 2 parts developer)	<ul style="list-style-type: none"> · Less color used 	<ul style="list-style-type: none"> · Superior color system at an economical price
Ultra refined balanced color dyes	<ul style="list-style-type: none"> · Deeper, more even penetration · Will not fade off tone 	<ul style="list-style-type: none"> · More precise color, from the most natural to the most vibrant
True cream base colors with perfect consistency	<ul style="list-style-type: none"> · Superior gray coverage · More control of application 	<ul style="list-style-type: none"> · Better placement of color · Even color results from root to end

THE ART OF COLOR

The framesi Framcolor 2001 Level System - The Foundation of Color Formulation for More Accurate Results

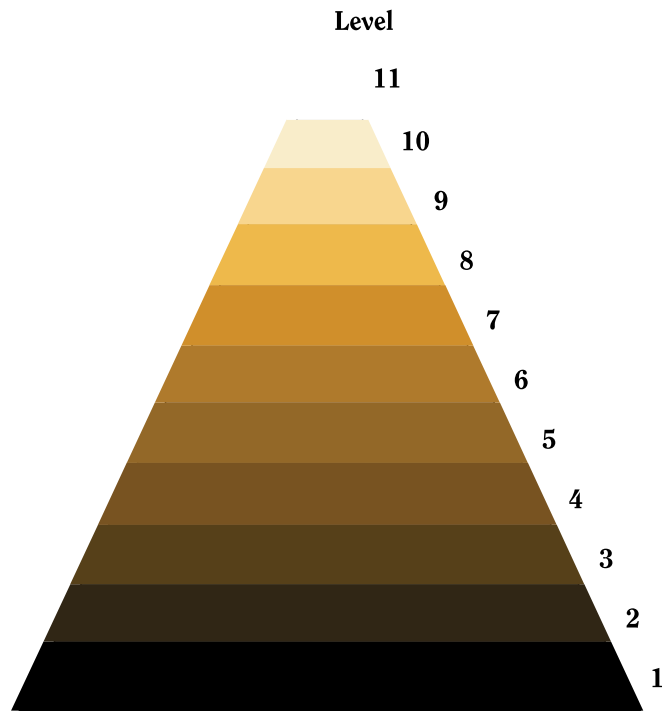
The basis of formulating color is the level system. The level system allows the stylist to make correct decisions for more accurate results. Framcolor 2001, with its more perfectly calibrated level system supports this accuracy. Framcolor 2001 level system defines light to dark more precisely at each level measuring the depth of color (how light or how dark) not the tone (how warm or how cool).

Most importantly, the Level System is crucial in determining the natural level of your client's hair, the degree of change you will make in going from your client's natural color to her desired color level, and the color formulation required to achieve the desired result.

The First Step: Determine the Natural Level

The NP (Natural Perfect) Series on the Framcolor 2001 Swatch Chart is also a quick, convenient reference to accurately determine the current level of color in the hair and differentiate among the eleven levels. Again, simply match the correct color swatch with hair at the back of the head nearest the scalp. The hair should be lifted slightly off of the scalp. Be careful not to push it flat against the scalp as this will make it appear darker.

The Framcolor 2001 Level System



A level is the determination from dark to light of the natural hair. It does not determine the tone. Tone is the warmth or coolness of a level.

11	Ultra Light Blonde
10	Platinum Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Black-Brown
1	Black

FRAMCOLOR2001

THE ART OF COLOR

The Second Step: Determine the Level of the Desired Haircolor

During the consultation phase, you and your client will have discussed the new haircolor you wish to achieve.

The **Framcolor 2001** color level you choose will always be the same as the level you wish to achieve. In other words, if you wish to achieve level 7 color, you would use a level 7 color in **Framcolor 2001**. Remember, do not confuse level (depth of color) with tone (warmth or coolness). Before you can proceed to step three – determining the final tone you wish to achieve – you need to understand remaining color, color chemistry and theory and the lifting process.

Remaining Color and Lifting

Most hair coloring involves lightening, or lifting, from a lower to a higher level. The degree of lift is determined by the strength of the framesi developer you use and the time you allow for processing. In a single process color service, the hair is lifted and color is deposited simultaneously, so you never actually see the lifting process take place.

However, at each level of lift, color always remains in the hair, and, for each level, that color is always the same. The Remaining Color Chart on page 11 shows the remaining color at each level of lift. Because there is always some color remaining in the hair after lifting, when you apply the new color, you're actually combining two colors.

The Guiding Principle of Haircolor

Remaining color at lift level +
The framesi color base =
The final color.

Your final color is achieved by mixing one of the 27 framesi color bases with the remaining color at the desired lift level. To select the proper cream color base, you must first understand basic color theory. From then on, you will use one primary tool, the color chart.

Basic Color Theory

Mixing color and achieving desired results requires a basic understanding of the laws of color. If you have ever mixed colors or paints, then you are probably already familiar with the Universal Law of Color. This law states that every color you can imagine can be formed by mixing only three primary colors: blue, red and yellow. A color is considered warm or cool, depending upon the amount of yellow, red and blue that make up the color.

Blue is the darkest, and the only cool primary. It dominates red and yellow, turning each into its own cool family.

Red is medium and a warm primary.

Yellow is the lightest and is also a warm primary.

You can, of course, mix primary colors to make secondary colors.

YELLOW + RED = ORANGE
the only warm secondary color.

RED + BLUE = VIOLET
a cool secondary color because it is based on the Strongest cool primary, **BLUE**.

BLUE + YELLOW = GREEN
the coolest secondary color because the **BLUE** overpowers the light, warm **YELLOW**.

THE ART OF COLOR

Combining primary and secondary colors creates tertiary colors.

For example:

Y + O = Yellow-Orange, Warm Tertiary.

R + O = Red-Orange, Warm Tertiary.

R + V = Red-Violet, Warm Tertiary.

B + V = Blue-Violet, Cool Tertiary.

B + G = Blue-Green, Cool Tertiary.

Y + G = Yellow-Green, Cool Tertiary.

The Color Wheel

The color wheel is a tool used to help visualize color theory. The three primaries are arranged around the wheel, with their related secondary and tertiary colors between them. For example, between blue and red is violet, which is made by mixing blue and red. The colors are arranged as they are in the spectrum of visible light – from red, through orange and yellow, into green, blue and violet.

Colors directly across the wheel from each other are opposites. Notice that the opposites of primary colors are always secondary colors. Mixing a color with its opposite always results in “browning out”, because, by mixing a primary color and an opposite secondary (two primaries), you are really mixing all three primary colors.

Natural hair is a combination of all three primary colors to create various shades of brown. All hair is, in other words, some shade of brown.

A natural blond is the yellowest brown.

A natural redhead is the reddest brown.

A natural black is the bluest brown.

When coloring hair, you must determine whether you want to enhance or refine the color remaining in the hair. To enhance remaining color, use colors in the same sector on the color wheel. To counteract or refine the remaining color, choose a color from across the wheel.

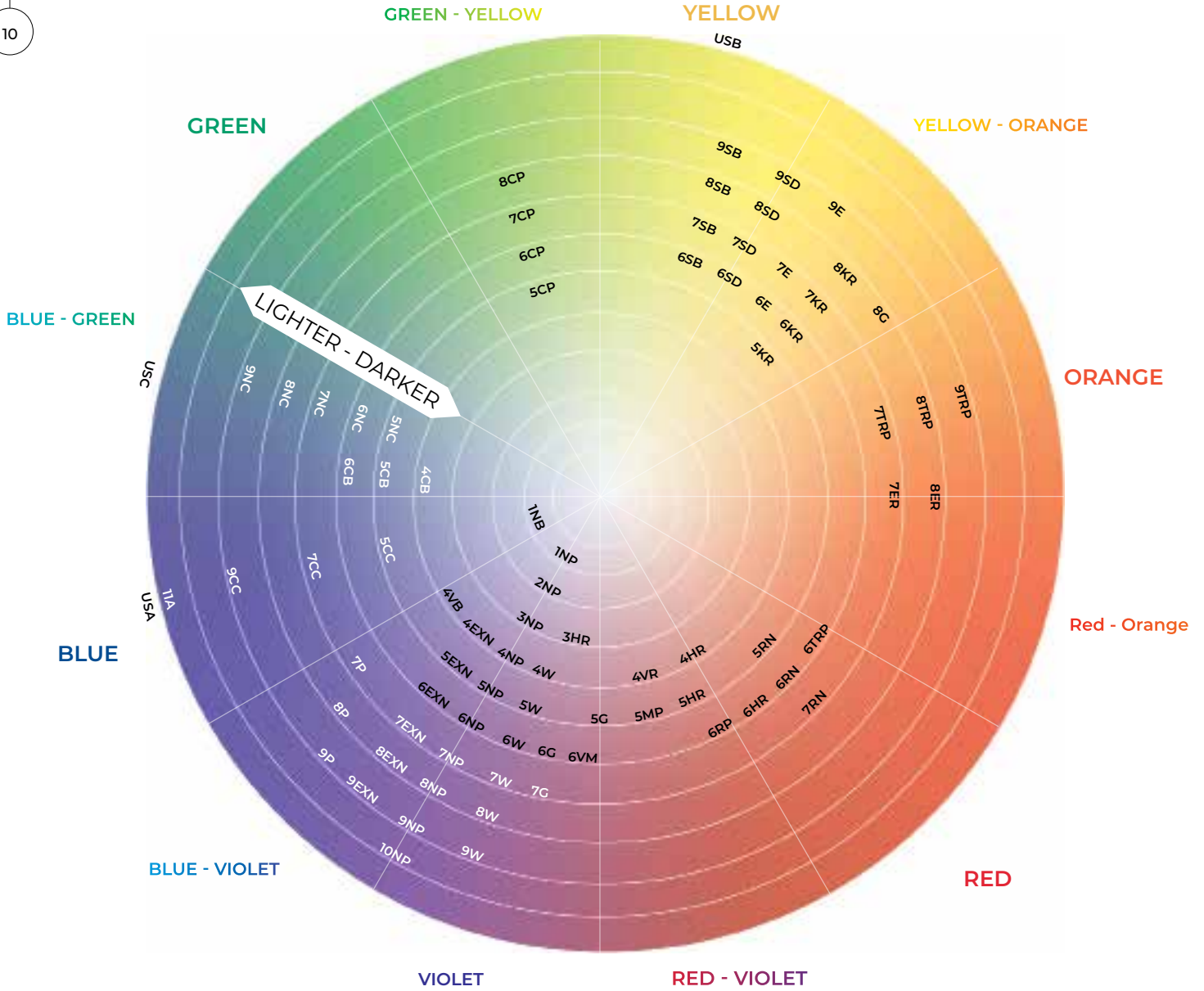
FRAMCOLOR2001

THE ART OF COLOR

Framcolor 2001 Base Colors

Cool Tones

Warm Tones



THE ART OF COLOR

The Color Chart

The color chart is the basic tool you will use in formulating your clients' haircolor. It shows the eleven levels and the color that will remain in the hair when it has been lifted to each level. It will also show you the tonal options available to you at each level.

Remaining Color Chart

Levels	framesi Levels	Remaining Color
11	Ultra Light Blonde	White
10	Platinum Blonde	Yellow-White
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow-Orange
7	Medium Blonde	Orange
6	Dark Blonde	Red-Orange
5	Light Brown	Red
4	Medium Brown	Red-Violet
3	Dark Brown	Violet
2	Black-Brown	Blue-Violet
1	Black	Blue

Refer to the color wheel to determine the base to choose for the best tone results.

The Third Step: Determine the Tonal Value of the Desired Level

The true success of mixing color and achieving predictable results lies in understanding and applying simple color concepts inherent in the **Universal Law of Color**.

Remember that all hair (except gray hair) contains all three primary colors – red, blue, and yellow. When the hair is lightened, the warmer red and yellow tones are exposed. That's because blue pigment leaves the hair first during the lightening cycle. The tone of the desired color is achieved by combining the remaining color at the lift level with the proper selection of one or more of the framesi bases.

Framcolor 2001 Series/Bases

The base tones describe the dominant colors within each series, and knowing the proper series and bases will ensure predictable results.

International and European Numbering System

framesi uses both a European and an *International Numbering System* to identify the shades of **Framcolor 2001**.


The *International Numbering System* is similar to the numbering systems of our competitors and was added to the **Framcolor 2001** packaging and literature to simplify the transition for new framesi color customers.

.	a separation mark between level and description		
*	denotes brown in the base		
0	denotes extreme gray coverage		
1	Green	4	Orange
2	Blue	5	Red
3	Yellow	6	Violet

FRAMCOLOR2001

THE ART OF COLOR

Table of Series/Bases

KEY  - Can be used alone for gray coverage				
Series	Italian	English	Base	Suggested Uses
NP	Naturale Perfetto	Natural Perfect	Blue-Red-Yellow	1. Contains all 3 primary colors in proportional amounts. 2. Necessary for gray coverage and more natural results. 3. Will not control unwanted warm tones when lifting.
EXN	Extreme Natural	Extreme Natural	Blue-Violet	1. For a denser, more extreme coverage on resistant gray hair 2. Can be mixed with any of the Framcolor 2001 shades for a cooler, more dense coverage.
CB	Marroni Freschi	Cool Browns	Green-Blue-Brown	1. Can be used alone to provide 100% gray coverage. 2. Can be used alone to create beautiful, rich cool brown tones.
W	Legni	Wood	Gold-Violet-Brown	1. Can be used alone to provide 100% gray coverage, even on the most resistant hair. 2. Can be used alone to create beautiful tones of rich browns and blondes.
E	Terra	Earth	Orange-Violet-Brown	1. Can be used alone to provide 100% gray coverage, even on the most resistant hair. 2. Can be used alone to create beautiful, reflective and iridescent warm shades of rich golden & copper blondes.
ER	Terra	Earth	Orange-Brown	1. Can be used alone to provide 100% gray coverage, even on the most resistant hair. 2. Can be used alone to create beautiful, reflective & iridescent copper blondes.
KR	Caramello	Caramels	Yellow-Violet-Orange	1. Produce rich, beautiful caramel tones. 2. 100% gray coverage used alone.
G	Glacé Naturale	Glacé Natural	6G, 7G Violet-Brown	1. Can be used alone for gray coverage to create natural, warm blondes. 2. When lifting, creates softer, warm browns or blondes.
CP	Cenere Perfetto	Ash Perfect	Green-Yellow	To create a natural golden ash result
NC	Nuovi Freddi	New Cools	Green-Blue	1. Can be used alone for ultra cool results. 2. Not recommended for use alone on gray hair.
G	Glacé Castaño	Glacé Chestnut	5G Red-Violet-Brown	1. Can be used alone to create warm, natural, mahogany browns. 2. Creates natural, red-violet browns.
G	Glacé Biondo Rame	Glacé Copper Blonde	8G Orange-Yellow Brown	Can be used alone to create soft copper, blonde tones.
SB	Bionde di Sabbia	Sandy Blonde	Yellow-Violet	1. For soft and delicate sandy blondes. 2. Yellow-violet base excellent for toning pre-lightened highlights.
SD	Super Dorato	Super Gold	Yellow	Creates gold tones.

THE ART OF COLOR

Table of Series/Bases

Series	Italian	English	Base	Suggested Uses
TRP	Tiziano Rosso Perfetto	Titian Red Perfect	6TRP - Orange-Red (Red Dominant) 7TRP - Orange 8TRP - Orange 9TRP - Orange	Creates orange-red tones.
RP	Rosso Perfetto	Red Perfect	6RP - Red-Violet (Red Dominant)	Creates red tones.
HR	Colori Rossi Caldi	Hot Red	3HR - Violet 4HR & 5HR - Red-Violet 6HR - Red	Creates violet-red tones Creates rich, red-violet tones Creates true red tones
RN	Rosso Naturale	Red Natural	Red-Brown	1. Can be used alone to create beautiful reds. 2. Can be mixed with any Framcolor 2001 shade for unlimited versatility.
MP	Mogano Perfetto	Mahogany Perfect	Violet-Red	Creates violet-red tones.
VM	Viola Mel	Eggplant Violet	Violet	Creates violet tones.
VR	Viola Rosso	Violet Red	Violet-Red	Creates deeper violet-red tones.
VB	Viola Blu	Violet Blue	Violet-Blue	Creates violet-blue tones.
NB	Nero Blu	Blue Black	Blue-Black	Produces a blue-black.
P	Perla	Pearl	Violet-Blue	Can be used to create cool pearly iridescent blondes with control of warmth when lifting.
CC	Cenere	Ash	Blue	1. Can be used alone for ultimate control of warmth in all levels resulting in cool and slightly deeper result. 2. Can be mixed with other Framcolor 2001 colors to create cooler results.
11 Series	Ultra Chiaro	Ultra Light	11A - Blue	1. For single lift blondes. 2. To be used as toners on pre-lightened hair.
US	Ultra Schiarente	Ultra Lift	USA - Blue USB - Yellow-Green USC - Green-Blue US PLUS	To be used for maximum lift on a natural level 6 or lighter.

THE ART OF COLOR

The 600 Series - Pure Pigments

On the adventurous end of the spectrum is the 600 Series – the first full range of Pure Pigments formulated to create more permanent, vivid, and true color results than ever before.

To achieve the most vivid colors true to swatches on the chart, it is necessary to decolorize the hair to the shade found on the chart on page 16. Follow with the desired shade and **Framesi Professional Activator/ Ossidorr**® 15 volume. However, depending on the desired shade, the hair can be lifted to a warmer remaining color and still achieve vibrant results. It is very important to follow the rule of remaining color and the shade chosen to predict the final color. Refer to the examples shown below.

Pure Pigments can be used alone on pre-lightened hair to produce vivid, vibrant tones that have never been available with oxidative colors.

When added to existing formulas, the following results are achieved:

- 610** Cools and brightens any existing red formula. Adds a cool red to any brown or gold formula.
- 620** Refines remaining color yellow in the hair with maximum control. Adds violet tones whenever needed.
- 630** Refines remaining color red in the hair with maximum control.
- 640** Refines remaining color orange in the hair. Adds more coolness and depth to darker levels.
- 650** Adds brightness and beautiful reflective yellow tones to an existing red, gold, or brown formula.
- 660** Adds a bright vivid pink tone to existing red or violet formulas. Adds Strong pink tones to darker levels.

Pure pigments may be added to any existing Framcolor 2001 formula in increments of 1-3 ribbon inches.

600 Series - Pure Pigments

Shades	Italian	English	Base	Tonality Produced
610	Rosso Puro	Pure Red	Cool Red	A very cool red
620	Viola Puro	Pure Violet	Violet	A brighter, vivid violet
630	Verde Puro	Pure Green	Green	A true yellow green
640	Blu Puro	Pure Blue	Blue	A Strong cobalt blue
650	Giallo Puro	Pure Yellow	Yellow	A Strong, vivid yellow
660	Rosa Puro	Pure Pink	Vivid Pink	A Strong, vivid fuschia pink

THE ART OF COLOR

Using the 600 Series on Pre-Lightened Hair

All colorists know that pre-lightening hair will create porosity. This is necessary in order to achieve vivid, vibrant tones. However, it is essential to follow the guiding principle of remaining color in order to reach the desired result. Refer to the chart shown right.

For the Most Vivid and Vibrant Results: Often when coloring on pre-lightened hair, the pigments can seem somewhat less colorful or lacking in richness against pale yellow or very porous hair. In order to prevent this from happening, first always pre-lighten exactly as recommended to allow for enough remaining color or pigment in the hair so that the final color will appear to be vivid enough. If your final hair color is still not as vivid or vibrant as desired, then refer to the Suggested Formulation chart. These combinations of tones with the 600 Series will create the vibrancy desired and also the long-lasting pigment and depth needed for lasting results.

Suggested Formulations

Shade	Suggested Formula
610 - Pure Red	25cc 610 + 5cc 6TRP
620 - Pure Violet	25cc 620 + 5cc 6VM
630 - Pure Green	25cc 630 + 5cc 640
640 - Pure Blue	25cc 640 + 5cc 1NB
650 - Pure Yellow	25cc 650 + 5cc 9SD
660 - Pure Pink	30cc 660 + 1" 6RP or 6VM (your choice will vary on the degree of coolness desired in the end result)

Using the 600 Series on Pre-Lightened Hair

Shade	For Best Results
610	Pre-Lighten to remaining color ORANGE (level 7) or lighter
620	Pre-Lighten to remaining color RED-ORANGE (level 6) or lighter
630	Pre-Lighten to remaining color ORANGE (level 7) or lighter
640	Pre-Lighten to remaining color YELLOW (level 9) or lighter
650	Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10)
660	Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10)

It is important never to over-lighten the hair to "white", as it will not hold pigment evenly or, possibly, at all.

Pure Pigment Examples

Shades	Remaining Color	Results
610 Pure Red	Pale Yellow	Bright, Cool Pure Red
	Yellow	Bright, Pure Red
	Yellow-Orange	Bright, Warmer Red
	Orange	Warm Red
640 Pure Blue	Pale Yellow	Bright Pure Blue
	Yellow	Pure Blue
	Yellow-Orange	Pale Blue
	Orange	Muted Blue (Browned Out)

THE ART OF COLOR

Mixing and Measuring for Pre-Lightened Hair

Due to porosity on pre-lightened hair, it is possible to adjust the dilution ratio of the 600 Series with developer.

Rather than a 1:2 mixing ratio (1 part color to 2 parts developer), you may use a 1-to-1 dilution or a 1-to-1.5 dilution. This will allow for maximum pigment deposition.

Example of 1-to-1 dilution:

30cc **610**

30cc **Framesi Professional Activator/Ossidorr**® 15 volume

Example of 1-to-1.5 dilution:

30cc **610**

45cc **Framesi Professional Activator/Ossidorr**® 15 volume

When using a cream developer, such as **Framesi Professional Activator**, it is recommended to add an additional 10cc to the plastic measure for accuracy.

Recommended Formulations on Bleached Hair

Shade	Suggested Formula
Cotton Candy Pink	11A + 3" 660
Turquoise	11A + 3" 630
Lavender	11A + 3"620 + 1" 640
Gray / Silver	15cc 9CC + 15cc 7CC

Mixed **1:1**, 1 part color to 1 part developer (10 or 15 volume), processed 30 minutes.

The Fourth Step:

Determine the Correct Developer

The level you wish to achieve will determine the particular developer and processing time required. Whether lifting, coloring level-on-level, or going darker, framesi offers a variety of developers to help you achieve desired results in virtually any salon situation. Refer to **Developer Usage Chart** on page 17.

Developer Usage

framesi features two of the most conditioning developers ever created.

Framesi Professional Activator

10, 15, 20, 25, 30 and 40

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

Ossidorr

5, 15, 20, 30 and 40

A rich, creamy emulsion of coconut oil and castor oil for maximum protection of the hair and scalp.

THE ART OF COLOR

Developer Usage Chart

FRAMESI PROFESSIONAL ACTIVATOR

Volume	Type	Amount	Desired Result	Processing Time
Framesi Professional Activator 10	Liquid - Cream	60cc	For toning pre-bleached hair or refreshing faded ends	20 min.
Framesi Professional Activator 15	Liquid - Cream	60cc	Level-on-Level, darker or refreshing porous faded ends	35-45 min.
Framesi Professional Activator 20	Liquid - Cream	60cc	Level-on-Level	35-45 min.
Framesi Professional Activator 25	Liquid - Cream	60cc	One Level lighter	35-45 min.
Framesi Professional Activator 30	Liquid - Cream	60cc	2 Levels lighter	35-45 min.
Framesi Professional Activator 40	Liquid - Cream	60cc	3-4 Levels lighter	50 min.

OSSIDORR®

Volume	Type	Amount	Desired Result	Processing Time
Ossidorr 5	Cream	70cc	For toning pre-bleached hair or refreshing faded ends	10-15 min.
Ossidorr 15	Cream	70cc	Level-on-Level, darker or refreshing porous faded ends	35-45 min.
Ossidorr 20	Cream	70cc	Level-on-Level	35-45 min.
Ossidorr 30	Cream	70cc	2 Levels lighter	35-45 min.
Ossidorr 40	Cream	70cc	3-4 Levels lighter	50 min.

Chart based on 30cc (1 oz.) of color, 1 application = ½ tube.

THE ART OF COLOR

Examples of Developer Usage

Natural Level	Desired Level	Developer Chosen
5	3	Framesi Professional Activator 15 Ossidorr® 15
5	5	Framesi Professional Activator 15, 20 Ossidorr 15, 20
5	6	Framesi Professional Activator 25
5	7	Framesi Professional Activator 30 Ossidorr 30
5	8	Framesi Professional Activator 40 Ossidorr 40

For toning on pre-lightened hair, framesi recommends the use of 5, 10 or 15 volume developer for maximum deposit.

★ framesi **Mixcolor Crema** can also be used to tone pre-lightened hair (see page 26).

For the best results on extremely porous hair, the use of 15 volume developer is highly recommended for maximum deposit and lasting results.

framesi's **Framcolor Eclectic**, no-lift, deposit-only color system is also an excellent choice for toning highlights. See page 60.

Color Chemistry of Processing

Oxidative Dyes

When permanently coloring hair, three elements are at work: Intermediates, Ammonia in the Tube, and Hydrogen Peroxide. Intermediates are small dye molecules (oxidative dyes) that have color-forming capacity, but do not become color until they oxidize through the action of the hydrogen peroxide and ammonia. Ammonia swells the hair shaft, raises the pH and opens the cuticle to allow the pigment to penetrate. Ammonia and hydrogen peroxide form oxygen. The oxidation process is necessary to create lift, or lightening of the hair fiber and the deposit of intermediates, or new color.

In a single-process color application, you are lifting from one to four levels. To lift more than four levels, it's best to use a double-process application.

Direct Dyes

To create special effects when working with oxidative dyes, there are some shades that will contain the addition of direct dyes. Direct Dyes are larger, preformed color molecules. If used alone, they cannot become a permanent part of the hair. They must be mixed with oxidative dyes to achieve the desired result.

THE ART OF COLOR

Listed below are the Framcolor 2001 oxidative colors containing a small portion of Direct Dyes to achieve these special results.

- 4VB Violet Blue
- 6VM Eggplant
- 6RP Intense Fire Red

Note: In working with these 3 colors, the cream dispenses from the tube a fuschia color.

MASSAGE SCALP LIGHTLY BEFORE SHAMPOOING TO PREVENT STAINING.

Level-on-Level or Going Darker

When your client chooses a haircolor that is darker than her natural level, or that enhances the same natural level, you need not be concerned with remaining color. The end result will be determined by the tone of the natural level and the base of the level applied.

All **Framcolor 2001** series are intermixable.

The Fifth Step: Compensating for the Lack of Pigment in Gray Hair

In many situations, you will also need to determine the percentage of gray in the natural hair color, and how to compensate for the gray factor.

Gray hair lacks all pigment, so to compensate for this and achieve the desired end results, framesi recommends the addition of the NP, EXN, CB, W, KR, E, ER or G Series. The NP, EXN, CB, W, KR, E, ER G Series (with the exception of 5G and 8G) can be used alone or, depending on the desired tone and intensity, the other series can be added. For more information on this special situation, refer to the Covering Gray section on the following pages.

Lightening and Coloring Processes

LIGHTENING	COLORING
Addition of Ammonia and Hydrogen Peroxide	Addition of Ammonia and Hydrogen Peroxide
PROCESS	
Melanin in the hair begins to split, becoming smaller and more water soluble.	Dye intermediates in color begin to oxidize and become larger and less water soluble.
RESULTS	
White hair remains white. Pigmented hair becomes lighter and warmer. Remaining color is exposed at each level.	White hair becomes the color shade chosen. Pigmented hair becomes the color lightened (remaining color) plus the shade chosen.

Remember: The hair goes through a lift and deposit cycle simultaneously. The full processing time must be allowed to achieve the desired shade and lift.

Examples:

<p>Client's natural level is 6 with 50% gray Desired level is 8 Natural Gold</p> <p>-----</p> <p>Formula used: 8NP (30cc) with Framesi Professional Activator 30 or Ossidorr® 30 (60cc)</p>
<p>If same client desires 8 with no gold</p> <p>-----</p> <p>Formula used: 8EXN (5cc) + 8P (15cc) with Framesi Professional Activator 30 or Ossidorr® 30</p>
<p>If same client desires 8 Golden Red</p> <p>-----</p> <p>Formula used: 8NP (15cc)+ 8ER (15cc) with Framesi Professional Activator 30 or Ossidorr® 30</p>

COVERING GRAY

Covering Gray

Special Formulations for Special Situations

With gray hair, you will discover certain situations which call for more advanced formulation.

These situations are:

1. Levels 5 and Darker
2. Resistant
3. Very Resistant

1. Covering Gray on Levels 5 and Darker

When going darker with gray, it is important to understand that your client is accustomed to seeing a lighter, gray haircolor. Therefore, you may need to choose a level-on-level color or apply a level lighter than the natural color for gray coverage. This decision will depend on several factors.

Choosing 1 Level Darker

When achieving 100% gray coverage and a deeper result is desired, use 1 level darker. Example: On client with a natural level 6 with 50% gray, using 5NP results in a deeper, natural brown color. Using 5EXN would result in a cooler, natural brown.

Age and skin tone.

If your client is younger-looking with good skin tones, then a level-on-level color is recommended. Instead, if the client is more mature or skin tones are not suitable for a darker color, a level lighter is recommended to soften and blend gray.

Percentage of gray hair coverage desired.

For superior gray coverage, the majority of your clients want 100% of their gray covered. In this case, a level-on-level color is recommended, keeping in mind that the NP series which appears slightly lighter, due to the added gold and reflective qualities, while the EXN series will be cooler and more dense.

2. Covering Resistant Gray Hair

Resistant gray hair may require a pre-softening method to assist in coverage.

The directions for this formula are:

- Mix and apply color formula using developer needed
- Cover with plastic cap
- Process under hot, pre-heated dryer for 5 minutes
- Remove from dryer
- Remove plastic cap
- Process the fully required processing time

This method is only recommended for resistant gray hair, because of the very low ammonia and high conditioning qualities of **Framcolor 2001**.

- OR -

Simply increase the processing time by 10 additional minutes (45 minutes.)

- OR -

For extremely resistant hair, **framesi Color Method Gray Color Booster** was specifically formulated to boost gray coverage and color deposit. See page 61.

FRAMCOLOR2001

COLOR MIXING AND APPLICATION

Mixing and Measuring

framesi uses the universal metric system for measurement. This system, based on units of ten, is truly the simplest measuring system in the world. **Framcolor 2001** uses a 1:2 mix ratio, where cream color and developer are mixed 1 part to 2 parts.

Example: 1 Application

30cc (1oz.) Framcolor 2001

60cc (2 oz.) Developer

Ossidorr® requires an additional 10cc.

Each tube of **Framcolor 2001** contains 60cc of color, or 2 ounces. Each tube is clearly marked in six 10cc increments, so you simply squeeze out the desired amount to the necessary line. Whether you are using one shade or more, most color services require using 30cc of color. **Framcolor 2001** color, with its thick, vegetable coconut oil cream base, prevents air bubbles from forming, providing perfect contact, even color results, maximum lift and excellent gray coverage.

The proper amount of developer, mixed in a 1:2 ratio with the color, is also measured metrically. This is done by simply pouring it into the measuring beaker to the correct mark. In order to maintain the creamy richness of **Framcolor 2001** color during mixing, first blend the color in the bowl. Then add the developer in three stages, blending thoroughly after each addition.

Color Application

Application is the most important step in achieving professional results. Even the best formulation can result in spotty color, poor gray coverage and uneven lift due to improper application.

All of the framesi color products are designed for a brush-and-bowl application. This gives the stylist more control of the color placement. Proper placement results in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

The three basic types of application are:

- A. Virgin going lighter
- B. Virgin going darker
- C. Retouch

The type of application is determined by the desired end result.

Standard Method:

Virgin Application Going Lighter

1. Perform a patch test. See page 25.
2. Using $\frac{1}{4}$ " partings, apply the color $\frac{1}{2}$ " from the scalp to where the ends show damage. Apply the color to both sides of the strands, being careful to stay away from the scalp.
3. Process half the amount of the total processing time. framesi does not recommend the use of heat for processing.
4. After mixing a fresh formula using $\frac{1}{4}$ " partings, apply color to scalp area.
5. Process for the full amount of time determined by the volume of the developer.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

COLOR MIXING AND APPLICATION

Alternate Method:

Virgin Application Going Lighter

1. Perform a patch test. See page 25.
2. Section the hair into four quarters.
3. Using 1/4" partings, apply the product 1/2" from the scalp to where the hair ends show damage. Apply the product to both sides of the strand, being careful to stay away from the scalp. The developer for mid-shaft application should be 10 volume higher than volume for scalp area.

*Example: 30 volume for scalp area
40 volume for cold shaft*

4. Mix new color for scalp area with required developer and apply (using 1/4" partings) immediately to scalp area.
5. Process for the full amount of time determined by the volume of the developer used at the scalp area. framesi does not recommend the use of heat for processing.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Note: Standard Application needed when using **Framesi Professional Activator 40** or **Ossidorr® 40**.

Virgin Application Going Darker

1. Perform a patch test. See page 25.
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using 1/4" partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for the required amount of time as determined by volume of the developer. framesi does not recommend the use of heat for processing.
6. When processing is complete, rinse thoroughly with tepid water.

7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test. See page 25.
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color to regrowth.
5. Process for the required amount of time determined by the volume of the developer. framesi does not recommend the use of heat during processing. Refer to **Refreshing Faded Ends** (below).
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color** apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Refreshing Faded Ends

Occasionally, situations will arise when perfection of the color formula for the mid-shaft and ends will be needed.

Remember, during a retouch application, the regrowth area contributes warmth to the final result, while the mid-shaft and ends contribute the existing color – which is different from the regrowth. Using the original formula on the ends may not give the continuity of color desired.

FRAMCOLOR2001

COLOR MIXING AND APPLICATION

Refreshing Faded Ends (Continued)

To perfect your color results:

Analyze the color tones throughout the hair fiber. Really “see” what you are observing. Ask yourself these questions.

1. How do the ends differ from the regrowth? (more brown, ashen, less gold).
2. Which color or colors are missing from the ends? (gold, orange, red).

Train your eyes to see the difference in color tones between the newly tinted scalp area and the mid-shaft and ends. This will dictate which colors need to be refreshed in the ends.

Example:

Regrowth formula
10cc 7NP + 10cc 7TRP

End formula
10cc 7TRP + 5cc 7SD

Mixing a New Formula to Refresh Mid-shaft and Ends

A new fresh formula to be used on the mid-shaft and ends should be based on:

- Original regrowth formula
- Color tones missing from ends

Use 5 volume, 10 volume, or 15 volume, based on porosity of hair.

★ framesi **Mixcolor Crema** can be used to refresh faded ends (see page 26.)

★ framesi’s Framcolor Eclectic demi-permanent color is also an excellent choice for refreshing faded ends.

Hair Type	Ossidorr® or Framesi Professional Activator	Timing
Normal, Healthy Hair	5 volume Ossidorr or 10 volume Framesi Professional Activator	10 - 15 min.
Porous Hair	15 volume	20 - 25 min.

When using 15 volume, the color must remain on the hair for 20-25 minutes to ensure results.

Note: If re-mixing for the ends, a smaller amount of Framcolor 2001 should be mixed for the retouch application.

Service Stabilizers

Completing the Color Service ~

When color process is complete, rinse and shampoo with **Shampoo Go**. Rinse. Apply **Post Color**, and without rinsing, apply **Mask** directly on top. Retain 2-3 minutes. Rinse.

Shampoo Go - A superior cleansing shampoo formulated to remove residue and neutralize chemicals & alkalinity.

Post Color - An acidic after-color sealer, containing a peroxide scavenger to stop color oxidation. Closes the cuticle to seal in color.

Mask - An after-color restructuring mask designed to strengthen the hair shaft & keep the cuticle compact for maximum color hold.

These products complete the framesi color system and return hair to its natural pH balance, to ensure minimal fadeage, and beautiful, long lasting results.

Shampoo Go
+ **Post Color**
+ **Mask**
= 47% added color longevity

COLOR MIXING AND APPLICATION

Performing a Patch Test

Prior to the application of color, the FDA requires that you perform a simple patch test to determine if the person is allergic to the color dye, and that the test is performed 24-48 hours prior to each application.

Patch test procedures:

1. The hair dye contained in the package must never be used for dyeing the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be dyed, regardless of whether a skin test has been performed previously.
2. The dye used for the preliminary skin test must be a portion of the article intended to be used for dyeing the hair.
3. The sample of dye to be used for the preliminary skin test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair dye itself.
4. By means of a suitable applicator (clean camel hair brush, cotton-tipped applicator or other applicator) a streak of dye not less than a quarter of an inch wide and at least one-half inch long is made on the skin and scalp behind one ear or inside of the elbow.
5. The streak of dye should be permitted to remain for at least 24-48 hours. The test area should not be covered with any type of dressing, and contact with combs, hats, spectacles or other objects should be avoided.
6. **WARNING:** If redness, burning, itching, small blisters or any other type of eruption appears in the general area used for the skin test during the first 24-48 hours, the individual is sensitive to the dye, and under no circumstances should it be used for dyeing the hair. Hair dyes should not be used when there is any disease or eruption present anywhere on the skin or scalp.

DO NOT USE FRAMCOLOR 2001 ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.

Mixing a Patch Test

Follow these directions for mixing a patch test according to each framesi product and formula to be applied.

Note: 5cc of cream color equals 4 ribbon inches across the framesi Bowl.

Framcolor 2001:

5cc **Framcolor 2001** color
10cc Developer

Performing a Strand Test

Prior to the application of any color service, a strand test is recommended to:

1. Determine if the client has used any cosmetic or coloring substances that are not compatible with framesi coloring products.
2. Assist the stylist in achieving accurate results by determining processing time and color selection.

Mix

To mix a strand test, follow the same directions as for the patch test.

Application

1. On a small section of hair, apply formula from scalp to ends.
2. Process according to product directions.
3. Remove color and allow to dry.
4. Check end results.

Stylist Tip: Process your strand test in 20 seconds with **STRIKE4!**

FRAMCOLOR2001

MIXCOLOR CREMA

Mixcolor Crema

framesi's Deposit-Only Color System

Mixcolor Crema is a revolutionary tone-on-tone activator that allows you to transform **Framcolor 2001** permanent haircolor into stunning tone-on-tone, deposit-only color. The rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in **Mixcolor Crema** impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition. Its unique protein-enriched cream formula allows for ease in mixability, application, control and placement and adds shine and condition to the hair.

- **Mixcolor Crema** allows the deposit of **Framcolor 2001** to last longer than any other color system in this category.
- When mixed as recommended, **Mixcolor Crema** actually neutralizes the alkalinity of **Framcolor 2001**, so it deposits color without lifting.
- Five perfectly balanced vegetable proteins impart shine and condition, as well as longer lasting color.
- **Mixcolor Crema** can be mixed with any combination of **Framcolor 2001** shades for thousands of shade selections.
- **Mixcolor Crema** is mixed 4 parts **Mixcolor Crema** to 1 part **Framcolor 2001**. This cuts the cost of the color service, because a typical service only requires $\frac{1}{3}$ of a tube of **Framcolor 2001**.

For a colorist, **Mixcolor Crema** opens up a world of creative possibilities.

Mixcolor Crema is an ideal color service for:

1. Toning Highlights

- Will not alter surrounding natural hair
- Will not fade off tone
- Thousands of shade selections
- Beautiful results in as few as 5 minutes

2. Refreshing Faded Ends

- Unique blend of the best ingredients creates the most gorgeous and long-lasting color results
- Refresh faded ends using the same framesi color tube you already use for retouching
- Superior protection for tinted hair - less than 1% alkalinity
- Thousands of shade selections
- Deposits without buildup
- The same predictability as framesi's permanent color system
- Less fade than any competitive semi(demi)-permanent color

3. Shine Enhancer

- Imparts radiant shine without altering natural haircolor
- Rich vegetable coconut oil base offers unsurpassed condition and shine
- Beautiful results in as few as 5 minutes

MIXCOLOR CREMA

Formulating and Applying Mixcolor Crema

1. Tone-On-Tone Coloring

Remember – Color on color creates more color.

1. Identify the client's natural level.
Determine the tonal value the client desires (i.e. red, gold or brown tones). This will determine the base of **Framcolor 2001** to use. Determine the level of color based on the amount of deposit desired. For optimum deposit of color, select a **Framcolor 2001** shade based on the client's natural level. For lighter tone results, select a color one level lighter than natural level.
2. Use 20cc **Framcolor 2001** + 80cc Mixcolor Crema. (a 1:4 mix ratio)
3. Apply to clean damp or dry hair from scalp to ends. Process for 15-30 minutes.
4. Lightly shampoo with **Shampoo Go**.
5. Apply **Post Color**. Without rinsing the Post Color apply **framesi Color Method Mask**. Retain 2-3 minutes.
6. Rinse hair and style with your favorite framesi styling product.

2. For Maximum Gray Coverage

1. Select a color the same level or 1 level lighter than the client's natural level, depending on the porosity of the hair.
2. Process up to 30 minutes according to porosity. Note – resistant gray hair needs maximum processing time.
3. For more deposit on resistant gray hair, a 3:1 mix ratio is recommended.
4. Lightly shampoo with **Shampoo Go**.
5. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
6. Rinse hair and style with your favorite framesi styling product.

3. Toning Highlights, Color Refreshing/ Balancing, Shine Enhancer*

1. Mix Ratio:
20cc **Framcolor 2001**
40cc **Mixcolor Crema**
40cc of any framesi conditioner of your choice.
2. Instructions:
 1. Mix to creamy consistency
 2. Apply formula from root to end
 3. Process at room temperature for 5 - 15 minutes

* For Shine Enhancer, use:

Framcolor 2001 9SD for levels 6 & lighter, or **Framcolor 2001** 6SD for levels 5 & darker.

4. Retouch Application

1. Apply **Mixcolor Crema** formula to new growth. Process according to results desired.
2. Massage remaining product in the bowl through the ends. Process up to 10 minutes, checking every 2-5 minutes, depending on porosity of the hair.
3. Lightly shampoo with **Shampoo Go**.
4. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
5. Rinse hair and style with your favorite framesi styling product.

5. "Shampoo Cap" at the Bowl

1. Mix Ratio
20cc **Framcolor 2001**
40cc **Mixcolor Crema**
40cc of any framesi shampoo of your choice.
2. Instructions
 1. Mix thoroughly
 2. Shampoo into hair
 3. Process at room temperature for 5-15 minutes, depending on desired end result.

Stylist Tip: If more conditioning is desired, use any framesi conditioner of your choice.

MIXCOLOR CREMA

Framcolor 2001 Bases with Mixcolor Crema

The following **Framcolor 2001** bases with **Mixcolor Crema** allow you to achieve a wide range of tone-on-tone haircolor without compromising your artistry.

NP	Produces natural tones that are neither too warm nor too cool. Recommended alone for gray coverage.	RP	Adds rich, cool, red tones when used alone. Add to darker level formulations to create rich, sultry brunettes.*
EXN	Can be used alone for a denser, more extreme coverage on resistant gray hair. Can be mixed with any of the Framcolor 2001 shades for a more dense coverage.	HR	Creates beautiful, rich, red tones.*
CB	Can be used alone to create beautiful, rich cool brown tones and to provide 100% gray coverage.	TRP	Creates warm, bright, orange-red tones when used alone. Add to lighter level formulas for an auburn accent.*
W	Can be used alone to create beautiful rich browns and blondes, providing 100% gray coverage even on the most resistant hair types.	MP	Creates mahogany, woody tones imparting soft violet-red highlights.*
KR	Produces rich, beautiful caramel tones with 100% gray coverage when used alone.	VR	Adds deeper, cool, violet-red tones. Creates warmth and richness in darker levels.*
E	Can be used alone to create beautiful warm tones of rich browns and blondes.	VB	Imparts deep violet-blue tones to darker levels.*
ER	Can be used alone to create beautiful, reflective & iridescent, copper blondes.	VM	Adds intense, bright, violet eggplant tones to darker levels.*
G	Produces warm natural tones. Can be used with the exception of 5G and 8G creates pretty, soft, copper-blond tones and 5G creates natural red violet tones.	NB	Imparts a beautiful, intense, blue black shine on very dark levels.*
SD	Used to create yellow-gold tones in lighter levels. Adds shine and luster to darker level formulations.*	RN	Creates beautiful, rich, red-browns.*
SB	Produces soft and delicate sandy blondes. Excellent for toning pre-lightened highlights.	CP	Used to control maximum amount of warmth. It is best to mix them with the other bases. <i>Not recommended to be used alone on gray hair.*</i>
		CC	Coollest deposit for the ultimate control of warmth.*
		NC	Creates very cool tones.*

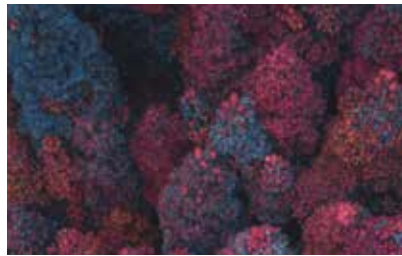
**When covering gray hair, a portion of the NP, EXN, CB, KR, W, E, ER, or G Series must be used for more natural results.*

FRAMCOLOR2001

FRAMCOLOR 2001 INTENSE

PERMANENT COLOR

- **PROCESSES IN HALF THE TIME!**
- **INTENSE** 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESSING (FPP), SAVE TIME
- UP TO 4 LEVELS OF LIFT
- LUMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS PER TUBE



FPP TECHNOLOGY FAST PIGMENTATION PROCESSING

INTENSE PERFORMANCE

- PROCESSES IN *HALF THE TIME!*



**AN INNOVATIVE
SYNERGY OF**



Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up.



Innovative carrier system transports haircolor dyes quickly into the cortex.



Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in **HALF THE TIME!**

FRAMCOLOR 2001 INTENSE

FRAMCOLOR 2001 INTENSE FEATURES AND BENEFITS

FEATURE	BENEFIT
<p>INNOVATIVE TECHNOLOGY FAST PIGMENTATION PROCESSING (FPP) – the innovative synergy of 3 main factors:</p> <ul style="list-style-type: none"> • Luminous Hi-Fi shades • New carrier system • Stabilizers <p>NON-PROGRESSIVE FORMULATION</p>	<p>INTENSE PERFORMANCE – PROCESSES IN HALF THE TIME!</p> <ul style="list-style-type: none"> • Latest generation dyes are transported quickly inside the hair using new carriers with a high affinity to hair. • Permanent haircolor molecules expand in half the time. • Will not go darker if processed longer
<p>HI-TECH BOOSTER SYSTEM which includes the following:</p> <ul style="list-style-type: none"> • Vegetable Coconut Oil Cream Base • Amaranthus Oil • Vitamin C 	<p>SUPERIOR CONDITION, SHINE & LONGEVITY</p> <ul style="list-style-type: none"> • Better placement of color for even results from root to end while protecting hair fiber for less damage • Enhances shine and intensifies light reflection • Anti-oxidant, preserves youthful vitality of hair
<p>USER-FRIENDLY COMFORT FORMULA</p>	<ul style="list-style-type: none"> • Easy to prepare and apply, mixes in seconds (even in a bottle), extreme spreadability • Low client sensitivity • Virtually no ammonia fragrance • Age-defying hair nourishment & conditioning action
<p>MOST INTENSE TONALITIES</p>	<ul style="list-style-type: none"> • Most Intense Naturals for INTENSE 100% gray coverage • Deep Reds and Extreme Violets • Most warmth-controlling intense ashes
<p>CAN BE MIXED WITH FRAMCOLOR 2001</p>	<ul style="list-style-type: none"> • 34 Framcolor 2001 INTENSE shades plus 90+ Framcolor 2001 shades = 124+ Shades that process in HALF THE TIME! • Creates a deeper, cooler, denser, more solid finish to Framcolor 2001
<p>1:2 MIX RATIO (1 PART COLOR, 2 PARTS DEVELOPER)</p>	<ul style="list-style-type: none"> • 2 applications per tube / 2 clients per tube • Superior product at an economical per application price
<p style="text-align: center;">VEGAN, GLUTEN FREE</p>	

FRAMCOLOR 2001 INTENSE

FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

Reflex (Tone)	Base	Suggested Uses
INTENSE NATURAL		
.00	INTENSE Blue-Violet	<ul style="list-style-type: none"> ◇ Can be used alone for INTENSE 100% gray coverage ◇ Create INTENSE browns and blondes
MOKA		
.024	INTENSE Blue-Orange	<ul style="list-style-type: none"> ◇ Can be used alone for a warmer brown with INTENSE 100% gray coverage ◇ Creates full-bodied browns, blondes and brondes
AMBER		
.046	INTENSE Orange-Violet	<ul style="list-style-type: none"> ◇ Creates warm brown or blonde shades with a soft, natural copper tone ◇ Can be used by alone to provide INTENSE 100% gray coverage on even the most resistant hair
COOL GOLD		
.031	INTENSE Yellow-Green	<ul style="list-style-type: none"> ◇ Can be used alone for cool golds with gray coverage ◇ Creates beautiful natural golds
SANDY BEIGE		
.036	INTENSE Yellow-Violet	<ul style="list-style-type: none"> ◇ Can be used alone to create a soft and delicate sandy baby blondes with gray coverage ◇ Excellent for toning pre-lightened highlights
FROZEN BROWN		
.021	INTENSE Blue-Green	<ul style="list-style-type: none"> ◇ Not recommended to be used alone for gray coverage ◇ Provides the coolest gray coverage when mixed with the INTENSE NATURALS ◇ Creates the most controlled cool browns and blondes ◇ Can be mixed with MOTHER OF PEARL for smokey grays
COPPER		
.044	INTENSE Orange-Orange	<ul style="list-style-type: none"> ◇ Creates INTENSE copper tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
DEEP RED		
.055	INTENSE Red-Red	<ul style="list-style-type: none"> ◇ Creates INTENSE true red tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
INTENSE EXTREME VIOLET		
.066	INTENSE Violet-Violet	<ul style="list-style-type: none"> ◇ Creates INTENSE violet tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
EXTREME VIOLET		
.66	Violet-Violet	<ul style="list-style-type: none"> ◇ Creates beautiful platinum blondes when used as a toner ◇ Can be used alone to create a light pearly iridescent blonde ◇ Can be mixed with INTENSE EXTREME VIOLET for a smokey lavender
MOTHER OF PEARL		
.62	Violet-Blue	<ul style="list-style-type: none"> ◇ Creates beautiful mother-of-pearl blondes when used as a toner ◇ Perfect background color for creating vivid colors when used as a toner

FRAMCOLOR 2001 INTENSE

MIXING INSTRUCTIONS & PROCESSING TIME



Framesi Professional Activator

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	PROCESSES IN HALF THE TIME!*
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	

***Please note:** Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but process **IN HALF THE TIME!**

FRAMCOLOR2001

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE



When to mix?

- For processing **Framcolor 2001** shades in **HALF THE PROCESSING TIME!**
- When desired tone is cooler and denser than current Framcolor 2001 formula
- When a more intense or solid deposit is desired than the current Framcolor 2001 formula
- For unlimited tonal choices

INSTRUCTIONS: Mix 1/2 the formula of **Framcolor 2001 INTENSE** with 1/2 of any **Framcolor 2001** shade and process for **HALF THE PROCESSING TIME!***



DESIRED END RESULT	FRAMCOLOR 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE PROCESSING TIME
For deposit, lift, and gray coverage	1 part (15cc/ 1/2 oz.)	1 part (15cc/ 1/2 oz.)	PROCESSES IN HALF THE TIME!

1. Mix 15cc (1/2 oz.) of **Framcolor 2001 INTENSE** with 15cc (1/2 oz.) **Framcolor 2001** and add 60cc (2 oz.) of the appropriate **Framesi Professional Activator**.
2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE WITH ANY FRAMCOLOR 2001 SHADE

TURN ANY FRAMCOLOR 2001 SHADE INTO A **DEEPER, COOLER, AND DENSER** SHADE, WITH A MORE **SOLID FINISH.**

EXAMPLE:



EXAMPLE:

Natural Level	7	Framcolor 2001 INTENSE 7.031	15cc (1/2 oz.)
Desired Level	7	Framcolor 2001 7TRP	15cc (1/2 oz.) + 20 Vol. Developer
Desired Tone	Copper	Traditional Processing Time	40 minutes
Percentage of Gray	50%	New Processing Time	20 minutes!

FRAMCOLOR2001

FRAMCOLOR 2001 INTENSE



MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 + FRAMCOLOR 2001 INTENSE FOR 124+ SHADES THAT *PROCESS IN HALF THE TIME!*

If you want to take any of your existing **Framcolor 2001**, but process in half the time, mix with **Framcolor 2001 INTENSE** as follows:



Example	
Natural Level	4
Desired Level	5
Desired Tone	Warm Brown
% of Gray	75% - Very Resistant
Current Framcolor 2001 formula & timing	Framcolor 2001 5EXN + 5W
	5 minutes under heat 45 Minutes at room temperature
New Framcolor 2001 INTENSE / 2001 formula and timing	Framcolor 2001 INTENSE 6.00* + Framcolor 2001 5W
	5 minutes under heat 20 Minutes at room temperature

***Note** - Due to the Stronger violet tonality of the **INTENSE Naturals**, final results may appear slightly darker if 5.00 is used

***Note** - If the hair is 100% white, 6.00 + 5W may be slightly cooler in tonality. The **Sandy Beiges** can be substituted for the **Framcolor 2001 EXN Series** for a warmer final results (6.036 + 5W).

FRAMCOLOR 2001 INTENSE



Example	
Natural Level	5
Desired Level	5-6
Desired Tone	Cool Blonde
% of Gray	50%
Current Framcolor 2001 formula & timing	Framcolor 2001 5CB +6NC
	40 Minutes
New Framcolor 2001 INTENSE/ 2001 formula and timing	Framcolor 2001 INTENSE 5.00 + Framcolor 2001 6NC
	20 minutes



Example	
Natural Level	6
Desired Level	lightest level in a single LIFT process
Desired Tone	as light and refined as possible
% of Gray	0
Current Framcolor 2001 formula & timing	Framcolor 2001 USA + USPLUS
	50 Minutes
New Framcolor 2001 INTENSE/ 2001 formula and timing	Framcolor 2001 US PLUS + Framcolor 2001 INTENSE 10.62
	25 Minutes

MIXING FRAMCOLOR 2001 INTENSE FOR A NEW SHADE

If the desired tone is not a current **Framcolor 2001 INTENSE** shade, mix **Framcolor 2001 INTENSE** with **Framcolor 2001** as follows:

Current Framcolor 2001 Formula/Shade	New Framcolor 2001 INTENSE Formula/Shade	Process
Framcolor 2001 7ER	Framcolor 2001 INTENSE 8.031 + Framcolor 2001 7ER	HALF THE TRADITIONAL PROCESSING TIME!
Framcolor 2001 8ER + Framcolor 2001 8EXN	Framcolor 2001 INTENSE 9.00 + Framcolor 2001 8ER	

MIXING FRAMCOLOR 2001 INTENSE FOR HALF THE PROCESSING TIME!

If a current **Framcolor 2001** 'Natural Perfect' (NP) result is desired, but you want to reduce processing time, simply mix **Framcolor 2001 INTENSE** Cool Golds (.031) with any **Framcolor 2001 NP** shade:

Current Framcolor 2001 Formula/ Shade	New Framcolor 2001 INTENSE Formula/Shade	Process
Framcolor 2001 5NP	Framcolor 2001 INTENSE 6.031 + Framcolor 2001 5NP	HALF THE TRADITIONAL PROCESSING TIME!
Framcolor 2001 7NP	Framcolor 2001 INTENSE 8.031 + Framcolor 2001 7NP	

FRAMCOLOR2001

EXAMPLE FORMULAS



FRAMCOLOR 2001+ FRAMCOLOR 2001 INTENSE

There are infinite possibilities when mixing between **Framcolor 2001** and **Framcolor 2001 INTENSE** to create desired tones, for example:

Example	
Framcolor 2001 4EXN + 4VB	Framcolor 2001 4EXN + Framcolor 2001 INTENSE 4.066 -or- Framcolor 2001 4VB + Framcolor 2001 INTENSE 4.00
Framcolor 2001 5EXN + 5HR	Framcolor 2001 INTENSE 5.055 + Framcolor 2001 5EXN -or- Framcolor 2001 5HR + Framcolor 2001 INTENSE 5.00
Framcolor 2001 8NP + 8TRP	Framcolor 2001 8TRP + Framcolor 2001 INTENSE 8.031 -or- Framcolor 2001 INTENSE 9.00 + Framcolor 2001 8TRP
Framcolor 2001 7EXN + 7NC	Framcolor 2001 7EXN + Framcolor 2001 INTENSE 7.021 -or- Framcolor 2001 INTENSE 7.00 + Framcolor 2001 7NC

*Note: When mixing **Framcolor 2001 INTENSE** with **Framcolor 2001**, keep the following in mind:

1. The **INTENSE** Naturals will contribute more violet to the formula, and thus more depth. You may need to choose 1 level lighter with the **INTENSE** shade.
2. Because **Framcolor 2001** contains more gold, the **INTENSE** Cool Golds (.031) or Sandy Beiges (.036) are recommended when replacing the Framcolor 2001 NP or EXN, depending on final tonality desired.

FRAMCOLOR 2001 LIGHT&SHINE

Framcolor 2001 Light&Shine

One step lift and deposit permanent color - No prelightening or bleaching required

Framcolor 2001 Light&Shine is a permanent haircolor that lifts and deposits up to 3 levels on tinted hair, predictably. No prelightening or bleaching required. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

- **Framcolor 2001 Light&Shine** offers perfect brilliance, protection, and hydration. Coconut oil, scientifically recognized as the most effective ingredient for protecting hair during coloring, ensures maximum delicacy, while the vitamin C preserves hair youth and vitality for a color service that finds beauty through wellness.
- Containing no bleach or bleach ingredients, **Framcolor 2001 Light&Shine** results in the most brilliant, conditioned highlights and dimension on color-treated or natural hair with lasting color results.
- **Framcolor 2001 Light&Shine** is perfect for clients who want dimension and highlights without bleaching the hair, creating partial effects, accentuating shape and volume of cuts and personalizing style with tailor-made contrasts.

FRAMCOLOR 2001 LIGHT&SHINE	SHADE	COLOR BASE
DEEP VIOLET	5.66	violet/violet
MAGENTA RED	6.56	red/violet
ABSOLUTE RED	7.55	red/red
INTENSE COPPER	7.44	orange/ orange
AMBER	7.46	orange/violet
GOLDEN	8.3	yellow
NATURAL BEIGE	7.13	green/yellow
COLOR EXALT*	0	clear

*COLOR EXALT required with all **LIGHT&SHINE** shades

Directions

There are two tubes required for each **Framcolor 2001 Light&Shine** application:

1. **Framcolor 2001 Light&Shine** Color Exalt
2. Any other **Framcolor 2001 Light&Shine** shade of choice

When these two tubes are mixed with 40 volume developer, up to 3 levels of lift can be achieved on color-treated and natural hair in as little as 30 minutes at room temperature, or 20 seconds with framesi **STRIKE4**.

Apply formula from root to end using framesi **STRIKE4** Flat Iron Processing Sheets, foils, or visibles.

FRAMCOLOR2001

FRAMCOLOR 2001 LIGHT&SHINE

STEP ONE

1 PART

Framcolor 2001 Light&Shine Exalt
(1/2 oz. or 15cc)

TO

2 PARTS

40 Volume
DEVELOPER
(1 oz. or 30cc)



STEP TWO

Simply add desired Framcolor 2001
Light&Shine shade of choice
(1/2 oz. or 15cc)

Mix well and apply!



Total Ounces or cc's Used Per Light&Shine Service

	ounces	cc's
Color Exalt	1/2 oz.	15cc
Light&Shine shade of choice	1/2 oz.	15cc
40 Vol. Developer	1 oz.	30cc
Total	2 oz.	60cc

FRAMCOLOR 2001 LIGHT&SHINE

PROCESSING

Framcolor 2001 Light&Shine can be processed using traditional methods at room temperature for 30-35 minutes or under a pre-heated dryer for 20 minutes.

HOWEVER, when using **Framcolor 2001 Light&Shine** with framesi **STRIKE4** Flat Iron Processing Sheets, processing time is reduced to 20 seconds without compromising performance or longevity.

REFRESHING FRAMCOLOR 2001 LIGHT&SHINE

When refreshing faded hair that was previously lightened with **Framcolor 2001 Light&Shine** or bleach, it is not necessary to use Color Exalt or 40 Volume Developer. Simply apply the Light&Shine shade to the hair and process 5-15 minutes.

Note: If 3 levels of lift are not desired, a lower volume developer can be used.

ONE STEP LIFT AND DEPOSIT PERMANENT COLOR	PRELIGHTEN/ BLEACH	PROCESSING/ COLOR	TOTAL PROCESSING
Traditional bleach/ processing with foils	20-40 minutes	20-40 minutes	40-80 minutes
Framcolor 2001 LIGHT&SHINE	30-35 minutes		30-35 minutes
STRIKE4 with Framcolor 2001 LIGHT&SHINE	20 SECONDS!		20 SECONDS!

FRAMCOLOR2001

FRAMCOLOR 2001 LIGHT&SHINE

FRAMCOLOR 2001 LIGHT&SHINE SHADES ON COLOR-TREATED HAIR

	5.66	6.56	7.55	7.44	7.46	7.13	8.3
2	*	*	*	*	*	*	*
3	Subtle	Subtle	Subtle	Subtle	Subtle	Subtle	Subtle
4	Evident	Evident	Evident	Evident	Evident	Evident	Evident
5	Vibrant	Evident	Evident	Evident	Evident	Evident	Evident
6	*	Vibrant	Evident	Evident	Evident	Evident	Evident
7	*	*	Vibrant	Vibrant	Vibrant	Vibrant	Evident
8	*	*	*	*	*	*	Vibrant

***Note:** When using Framcolor 2001 Light&Shine on color treated hair, a 40 volume developer must always be used.

****** For fine and fragile hair, lower the volume accordingly. Always strand test for best results

FRAMCOLOR 2001 LIGHT&SHINE SHADES ON NATURAL HAIR

	5.66	6.56	7.55	7.44	7.46	7.13	8.3
2	Subtle	Subtle	Subtle	Subtle	Subtle	Subtle	Subtle
3	Evident	Evident	Evident	Evident	Evident	Evident	Evident
4	Evident	Evident	Evident	Evident	Evident	Evident	Evident
5	Vibrant	Vibrant	Evident	Evident	Evident	Evident	Evident
6	*	Vibrant	Vibrant	Vibrant	Evident	Evident	Evident
7	*	*	Vibrant	Vibrant	Vibrant	Vibrant	Evident
8	*	*	*	*	*	*	Vibrant

***Note:** When using Framcolor 2001 Light&Shine on natural hair, developer used is based on natural level and desired shade. See following page.

FRAMCOLOR 2001 LIGHT&SHINE

FRAMCOLOR 2001 LIGHT&SHINE SHADES ON NATURAL HAIR

When working with Color Treated Hair, a 40 volume developer is always recommended in order to achieve best results with any of the LIGHT&SHINE shades.

However, when working with LIGHT&SHINE on Natural Hair, the natural level of the hair and the level of the desired shade must be taken into account when choosing the correct volume of developer.

This is because the remaining color contributes to the final tonality.

Please see chart below to better understand:

FRAMCOLOR 2001 LIGHT&SHINE SHADE	IDEAL NATURAL LEVELS (RECOMMENDED PEROXIDE VOLUMES)
DEEP VIOLET 5.66	2 (40 volume), 3 (30 volume), 4 (20 volume)
MAGENTA RED 6.56	2 (40 volume), 3 (30 volume), 4(20 volume), 5 (10 volume)
ABSOLUTE RED 7.55	3(40 volume), 4 (30 volume), 5 (20 volume), 6 (10 volume)
INTENSE COPPER 7.44	3 (40 volume), 4 (30 volume), 5 (20 volume), 6 (10 volume)
AMBER 7.46	3 (40 volume), 4 (30 volume), 5 (20 volume), 6 (10 volume)
GOLDEN 8.3	4 (40 volume), 5 (30 volume), 6 (20 volume), 7 (10 volume)
NATURAL BEIGE 7.13	3 (40 volume), 4 (30 volume), 5 (20 volume), 6 (10 volume)

Example: **Natural Level:** 4
Desired Shade: Deep Violet (5.66)
Developer Needed for Best Results: 20 volume

Note: Using a higher developer will expose more remaining red, thus changing the deep violet tonality to a red-violet color.

FRAMCOLOR2001

BLONDING

Blonding

framesi Offers a Superior Single Process Blonding System

US Series – “Ultra Lift”

The framesi US Series stands for Ultra Schiarenti, a name that, when translated into English, means “Ultra Lift”. The series has been specially formulated to achieve:

1. The highest lift possible within a single process color. With an ammonia content of 4%, US Series can reach 4-5 levels of lift when mixed 1:2 with 40 volume **Framesi Professional Activator** or **Ossidorr®**
2. This series is recommended for use on a natural level 6 hair and above for best results as it has less deposition or toning of remaining color than the other **Framcolor 2001** shades.

THE US SERIES ARE AVAILABLE IN THESE BASES:

USA	Argento	Blue Base
USB	Beige	Yellow-Green Base
USC	Cenere	Green-Blue Base

US Plus – “Ultra Lift”

For additional blonding power with **Framcolor 2001**, US Plus may be used alone for 5 levels of lift on levels 6 and lighter or mixed with any of the US Series shades to give an additional 1/2 level to one full level of lift. US Plus gives you the benefits of the conditioning **Framcolor 2001** base while still achieving the needed lift.

T1 Series – “Ultra Light”

The framesi T1 Series stands for Ultra Chiaro, a name that, when translated into English, means “Ultra Light”. The T1 Series has been specially formulated to achieve:

1. 3-4 levels of lift when mixed 1:2 with 40 volume on a natural level 7 and above. With an ammonia content of 2%, the T1 Series will allow for excellent deposition and refining of remaining color.
2. When mixed with 5, 10 or 15 volume, the T1 Series can be used as a toner on pre-lightened hair (refer to Toning - The Beauty of Depositing Color on Pre-Lightened Hair on page 53.)

THE T1 SERIES ARE AVAILABLE IN FOUR BASES:

T1A Argento Blue Base

The US Series and T1 Series can be mixed together for ultimate lift and deposition. When you do this, two things occur:

1. The ammonia content of the US is diluted, resulting in less lift, but achieving more lift than from the T1 Series alone.
2. The deposition of US will be increased by the T1 Series. But the deposit will not be as deep as when using the T1 series alone.

Note: The US Series and the T1 Series may be mixed with the other **Framcolor 2001** shades. Keep in mind – darker colors mixed with the US or T1 Series will decrease lift and increase deposit.

BLONDING

Framcolor 2001 US, 11 Series

Mixing Instructions

1. Perform a patch test. See page 25.
2. Puncture the tube's metal seal with the cap. The tube is marked in sixths for easy measuring.
3. Stir the color thoroughly with a brush. (Do not use metallic bowls or instruments.)
4. Measure the developer in the beaker:
60cc/2 oz. of 40 volume **Framesi**

Professional

- Activator** or 70cc of 40 volume **Ossidorr®** (this is based on 30cc/2 oz. of color.)
5. Add the developer in thirds, mixing after each addition.
 6. Mix to a smooth, creamy consistency.

Virgin Application

1. Perform a patch test. See page 25.
2. Section dry hair into four quadrants in preparation for color application.
3. Using 1/4" partings, apply the color 1/2" from the scalp to where the ends show damage. Apply the color to both sides of the strand, being careful to stay away from the scalp.
4. Process for 25 minutes. framesi does not recommend the use of heat during processing.
5. Mix a fresh batch of the color formula. Using 1/4" partings, apply the color to scalp area, then to ends.
6. Process for 50 minutes.
7. Total processing time is 75 minutes.
8. When processing is complete, rinse thoroughly with tepid water.
9. Shampoo with **Shampoo Go**, then rinse.
10. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
11. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test. See page 25.
2. Section dry hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color to root area.
5. Process for 50 minutes. framesi does not recommend the use of heat during processing. To refresh faded ends, during the last 5-10 minutes of processing time, work the color through the entire strand.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color** apply **framesi Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

FRAMCOLOR2001

BLONDING

Bleaching - framesi Makes it Safe and Easy to be Blonde

As we've seen, the keys to any successful color service are an in-depth **Client Consultation** and your knowledge and application of the framesi system and products. The same applies to the bleaching process.

The Seven Stages of Bleaching

Quite simply, hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin granules. As we know, melanin is the pigment in the hair, and it must go through seven stages to reach its lightest level - pale yellow. Appropriately, these are called the **Seven Stages of Bleaching**:

THE SEVEN STAGES OF BLEACHING	
1.	Red
2.	Red-Orange
3.	Orange
4.	Orange-Yellow
5.	Yellow-Gold
6.	Yellow
7.	Pale Yellow

Hair must be pre-lightened to the proper stage to achieve the true, desired end results. Not all hair will require toning after pre-lightening, so lightening to the proper stage is very important.

framesi offers the **Ideal Bleaching Systems**. Our bleach products decolorize evenly and readily without leaving hair dry and unmanageable.

DECOLOR B DIAMOND POWDER BLEACH

an off-the-scalp, ultra-refined powder bleach with **Diamond Technology (9+ Levels)**

DECOLOR B CLAY LIGHTENER

An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with **9+ Levels** of lift, and is perfect for freehand lightening.

DECOLOR B NO DUST

an off-the-scalp powder bleach (**Up to 7 Levels**)

DECOLOR B CREAM PLUS

the no-dust cream bleach for on or off-the-scalp (**9+ Levels**)



BLONDING

Decolor B Diamond off-the-scalp use only

Decolor B Diamond is an ultra-refined powder bleach with a texture like confectionary sugar. When mixed, the bleach takes on the consistency of creamy whipped frosting.

This bleach offers several advantages:

Diamond Technology to . . .

- rapidly achieve 9+ levels of lift

Added oils for . . .

- a 25% heavier formula that intensifies lightening - faster than any other powder bleach.
- a higher moisture content with

NO DUST

Vegetable based powder for . . .

- natural moisture in the hair
- ultimate conditioning and protection

Decolor B Diamond can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

Mixing Decolor B Diamond

Desired Result	Amount of Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops	20 volume (100cc)
6 levels of lift	2 scoops	30 volume (100cc)
7 levels of lift	2 scoops	40 volume (100cc)
8 - 9+ levels of lift	3 scoops	40 volume (100cc)

Processing

- For off-the-scalp use only.
- After **Decolor B Diamond** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Creamy consistency allows for ease of application. No swelling; won't dry out.

Remove

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

Tone

Prepare the hair for toning if so desired.

Process at room temperature.
Heat sources are not recommended.



FRAMCOLOR2001

BLONDING

Decolor B Clay Lightener
on or off-the-scalp use

Decolor B Clay Lightener is an ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, and is perfect for freehand lightening while its ingredients give the hair condition and shine.

This bleach offers several advantages:

- Rapidly achieves 9+ levels of lightening
- Ammonia free, Fragrance free
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- Ultimate condition and shine
- Can be used on the scalp with 20 volume developer or lower



Decolor B Clay Lightener can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

Mixing Decolor B Clay Lightener

Desired Result	Amount of Decolor B Clay	Volume of Developer
5 levels of lift	2 scoops	20 volume (100cc)
6 levels of lift	2 scoops	30 volume (100cc)
7 levels of lift	2 scoops	40 volume (100cc)
8 - 9+ levels of lift	2 scoops	40 volume (100cc)

Process

- Can be used on the scalp with 20 volume developer or lower
- After **Decolor B Clay Lightener** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Clay consistency allows for ease of application. No swelling; won't dry out.

Remove

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

Tone

Prepare the hair for toning if so desired.

Process at room temperature.
Heat sources are not recommended.

BLONDING

Decolor B No Dust off-the-scalp use

This bleach offers several advantages:

- Utmost protection for the hair with cellulose derivatives of vegetable origin
- Lightening powder of 7 levels or more
- Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality
- Pleasantly scented, recalling the fragrance of violets
- Also suitable for over-treated hair

Mixing Decolor B No Dust

1. Put desired amount of **Decolor B No Dust** in a bowl.
2. Add your choice of framesi developer. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content of the bleach, resulting in a slower lift.
3. Mix thoroughly with a brush to the desired consistency.
4. For off-the-scalp use only.

Process

After bleach is applied, strand test frequently, removing all traces of bleach to ensure an accurate result.

Process at room temperature.
Heat sources are not recommended.

Remove

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

Tone

Prepare the hair for toning if so desired.

Decolor B No Dust can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist



FRAMCOLOR2001

BLONDING

LIGHTENING IN 20 SECONDS WITH STRIKE4



Using Decolor B Powder Lighteners with STRIKE4

Framesi Powder Lightener	Decolor B Diamond	Decolor B Clay	Decolor B No Dust
Developer Strength	20 Volume or lower	20 Volume or lower	20 Volume or lower
Mix Ratio	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)
Flat Iron Temperature	340°F or 170°C	340°F or 170°C	340°F or 170°C
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 6	Up to 5	Up to 4

BLONDING

Decolor B Cream Plus
on or off-the-scalp use

- Gentle, decolorizing cream that can be used on or off the scalp
- Leave hair shining and in superior condition
- Achieve 9+ levels of lift
- Creamy consistency allows for more controlled application

Special Precautions

- With **Decolor B Cream Plus**, lightening takes place at a much faster rate than **Decolor B No Dust**; therefore, strand testing is very important.
- **Decolor B Cream Plus** expands when mixed with 40 volume developer. The higher level of developer with the higher ammonia content of the cream causes expansion of the product, which can lead to bleeding and overlap with retouch application. Careful attention must be paid to application, especially if using the cream with foils. Please keep this in mind when highlighting with **Decolor B Cream Plus**.

Process at room temperature.
Heat sources are not recommended.



DIRECTIONS FOR USE

For Highlighting / Bleaching		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
5 levels	20cc	Framesi Professional Activator 20 volume (40cc) Ossidorr ® 20 volume (50cc)
6 levels	20cc	Framesi Professional Activator 30 volume (40cc) Ossidorr 30 volume (50cc)
7 levels	20cc	Framesi Professional Activator 40 volume (40cc) Ossidorr 40 volume (50cc)
8 - 9+ levels*	20cc	Framesi Professional Activator 40 volume (20cc) Ossidorr 40 volume (30cc) *This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)

BLONDING

Decolor B Shimmer

A revolutionary product producing highlights from start to finish in 5 minutes. Up to 2 levels of permanent lift on tone with **Decolor B SHIMMER**.

- Instant add - on service during styling
- Adds dimension and incredible shine during styling
- Ready to use, no rinsing or processing time
- Flat iron activated, no rinse, out the door

Instructions

1. While wearing gloves, pour 10 mL of **SHIMMER** liquid into a bowl.
2. Weave / separate a section (1/4" thick) to prepare for **SHIMMER** service.
3. Prepare to apply **SHIMMER** with the applicator tool provided. Dip the applicator tool in the liquid and remove excess product by pressing applicator tool against the edge of the bowl, being careful the liquid does not drip from the applicator tool.
4. Use a paper towel to remove (dab) excess from applicator tool.
5. Use applicator tool to paint on **SHIMMER** liquid lightly, staying a half-inch from the scalp, no need to over - saturate (do not apply to scalp), then comb.
6. Activate **SHIMMER** with a flat iron (set to 350° F - 375° F, maximum, 170° C -190° C, maximum).
7. Flat iron the **SHIMMER** treated section of hair with fast, uniform movements, without stopping...**CONTINUOUS PASSES**...until the hair is completely dry.
8. Do not rinse the hair.
9. For additional lightening, repeat the application a second time on the same section of hair. Recommended not to exceed two applications per section of hair.
10. Do not put the leftover product back into the bottle when the service is over.

Stylist Tips

- Enhance the cut's strategic points
- Lighten the hair mass
- Lighten the hair around face
- Lighten the sections where you want to create movement
- Give a natural touch to the male cut
- **DO NOT** use on previously bleached hair.
- **DO NOT** use on damaged or compromised hair.



TONING

Toning - The Beauty of Depositing Color on Pre-Lightened Hair

Once hair has been pre-lightened, toning can create an even more exciting look by depositing new color on the hair.

Pre-Formulation for Framcolor 2001 Toning

1. Review **Framcolor 2001 Series/Bases** and the Remaining Color Chart on pages 11, 12 and 13. framesi recommends using levels 8, 9, 10, or 11 for toning purposes.
2. Determine tonal result. Choose a color base that will either enhance or counteract the final stage of lift to achieve desired results.
3. Determine the necessary developer. framesi suggests a 5, 10, or 15 volume developer and **Mixcolor Crema** for toning.

If diluting the developers for toning, it is necessary to use distilled water. In some regions, the additives or minerals in the water will cause a toner to discolor.

Permanent Toning Formulation

Virgin Application

1. Perform a patch test. See page 25.
2. Section clean, dry hair into four quadrants in preparation for application.
3. Apply color to section parts for control.

4. Using 1/4" partings, apply color mixture to entire strand.
5. Processing time will be determined by the developer chosen. Check frequently.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing **Post Color**, apply **Mask** & retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test. See page 25.
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color mixture to regrowth area only.
5. Processing time will be determined by the developer chosen, porosity of the hair and the desired end result. Check frequently.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing Post Color, apply Mask & retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Double Process Blonding Problems and Solutions

Problem	Causes	Solutions
Uneven Color Results	Pre-application stage was uneven before application of toner.	Train your eye to differentiate between yellow-gold, yellow and pale yellow.
Gold Bands	1. Uneven pre-lightening of regrowth. 2. Regrowth over 1/2", application should have been treated as virgin.	Apply bleach mixture to gold band when regrowth is 3/4 developed.
Lighter Bands	Previous application on regrowth processed too long.	Lighter bands may need to be repigmented.
Breakage	Bleach mixture was applied to pre-lightened hair.	Apply FRAMESI COLOR LOVER Moisture Rich Masque to previously pre-lightened hair for protection.

FRAMCOLOR2001

TONING

Toning Highlights where Natural Hair is Present

For toning highlights without lightening the natural base color, the following formulation is recommended:

- 30cc color
- 30cc 5 volume developer
- 30cc water

Processing 5-15 minutes, depending on porosity and desired color results.

Adding water to the developer will decrease the developer strength, while still maintaining the same amount of color deposit.

The water in the above formula may be replaced with shampoo to produce a color shampoo toner that processes quickly at the shampoo bowl. However, the final color result will be lighter than if the color is processed on dry hair without shampoo.

Toning Highlights with Mixcolor Crema

Mix ratio:

20cc **Framcolor 2001**

40cc **Mixcolor Crema**

40cc of any framesi conditioner of your choice

Instructions:

1. Mix to creamy consistency
2. Apply formula from root to end
3. Process at room temperature for 5-15 minutes

“Shampoo Cap at the Bowl”

Mix ratio:

20cc **Framcolor 2001**

40cc **Mixcolor Crema**

40cc of any framesi shampoo of your choice

Instructions:

1. Mix thoroughly
2. Shampoo into hair
3. Process at room temperature for 5-15 minutes, depending on desired end result



► framesi's Framcolor Eclectic

The next generation of demi-permanent haircolor! Framcolor Eclectic features encapsulation Technology, which allows active ingredients (color pigments, conditioners and protectants) to perform better than ever before! Color never builds up on the hair and will never fade off tone.

COLOR CORRECTION

Color Correction

Open Up a World of Profitable
Color Possibilities

Perhaps no color service you perform will be more appreciated by your client or, even more importantly, generate more revenue for your salon. This fast growing category encompasses everyone from the client who changes her mind about her desired haircolor or who wants to eliminate too much red to the client who wants to take a double processed blonde back to brown. You and your client will be amazed how easy framesi makes it to bring hair back to a beautiful, consistent color.

Types of Color Correction

The two major types of color corrections are:

1. **Decolorizing** – to remove artificial color when going lighter.
2. **Repigmentizing** – replacing lost pigment prior to going darker.

Decolorizing - When to Decolorize

Because tint does not successfully lift tint, decolorizing is needed when the client has darker artificial color on ends than the desired end result (Decolorize 1 level lighter than desired level).

Note: Prior to decolorizing, refer to the Remaining Color Chart in The Art of Color section and find the remaining color at the desired level. See page 11.

Example:

Client is tinted level 4. Desires a level 7 color. (Decolorize to an 8 level remaining color). *Formula:* add 1 scoop of **Decolor B No Dust**, to 100cc 20 volume developer, or 20cc **Decolor B Cream Plus** to 60cc 15 volume developer, or 1 scoop **Decolor B Diamond** to 100cc 15 volume developer.

When to Purify

Client desires a brighter shade at the same previous tinted level of color.

What is Purifying?

Purifying is designed to “clean off” the existing pigment from previously tinted hair. When a client desires a brighter shade at the same level, the existing color pigment can affect the tonal results of the new formula. Purifying ensures the tonal results of the new color formula you are about to create.

To purify, use the following decolorizing formula:

1 scoop **Decolor B No Dust**,
100cc 5 volume developer

This procedure is always recommended when changing the intensity of tone at the same level of previously tinted hair.

Example:

Client is tinted level 6 brown.
Desires a level 6 red.

Formula: 1 scoop **Decolor B No Dust**,
100cc 5 volume developer

FRAMCOLOR2001

COLOR CORRECTION

Decolor B No Dust Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B No Dust	Developer
1 level	1 Scoop	100cc - 5 volume
2 levels	1 Scoop	100cc - 10 volume
3 levels	1 Scoop	100cc - 15 volume
4 levels or more	1 Scoop	100cc - 20 volume

Decolor B Cream Plus Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
1 level	20cc	60cc - 5 volume
2 - 4 levels	20cc	60cc - 10 volume
4 levels or more	20cc	60cc - 15 volume

Decolor B Diamond Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Diamond	Developer
1-2 levels	1 Scoop	100cc - 5 volume
3 levels	1 Scoop	100cc - 10 volume
4 or more levels	1 Scoop	100cc - 15 volume

Special Precautions for Decolor B Cream Plus and Decolor B Diamond

When decolorizing previously colored hair, the **Decolor B Cream Plus** and **Decolor B Diamond** formulas work much quicker than the **Decolor B No Dust**; therefore, strand testing is very important, and application must be quick to avoid uneven results.

Application for De-colorization

STRAND TEST TO SEE IF RESULTS ARE WHAT YOU EXPECT before the decolorizing formula is applied all over the head.

1. Determine existing level
2. Determine the desired level
3. Decolorize to remaining color 1 level lighter than desired level

Application

Section in four quadrants. This gives you more control over the hair. Work quickly but neatly.

1. Starting at the nape work one section at a time.
2. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
3. Repeat with the other quarter section in the back.
4. Do not always apply to the scalp area right away. This 1/2" will lighten faster due to body heat.
5. Start at the nape (or the darker areas). If the decolorizing formula has been applied there first, theoretically, it will be removed from there first. It is much easier to lay the client in the sink and remove the back while the front is still on versus the other way around.
6. Due to different porosities that may exist in the hair, some areas may lighten faster than others. When any section reaches your desired remaining color, rinse and shampoo that section. This is a normal occurrence. Spot bleach darker areas. What you want to aim for is the most even remaining color possible.

COLOR CORRECTION

Selection of the Final Formula

1. Choosing the correct base for desired tone. *The Guiding Principle of Haircolor* still rules...

REMAINING COLOR BASE +
FRAMCOLOR 2001 COLOR BASE =
THE FINAL COLOR

2. Developer choice – 15 volume.
3. Strand testing – be sure of the final result and timing. Perform 2 or 3 at the same time. Porous ends can take the color very slowly or very rapidly. The only way to find out for sure is to do a strand test. Porosity dictates timing!

Example:

Client's ends are a tinted level 3.
Client desires level 5 natural.
Decolorize ends to a level 6 red-orange.
Formula for ends: 5NP with 15 volume developer

Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	30cc 9SD 3 Ribbon Inches 9TRP
Level 7	25cc 9SD 5cc 9TRP
Level 6	20cc 8SD 10cc 8TRP
Level 5	15cc 7SD 15cc 7TRP
Level 4	15cc 6SD 15cc 6TRP
Levels 3 or Darker	20cc 6SD 10cc 5MP

Repigmentizing

Also called “filling”, this technique is designed for the following:

1. Tint Backs (going from a lighter color back to a natural, darker color).
2. Extreme color loss on ends of previously tinted hair.

By mixing tint, water and developer, the tint will oxidize in the hair shaft, resulting in permanent, consistent haircolor.

Repigmentizing Steps for Tint Backs

1. Determine desired level of end result.
2. Choose 2 levels lighter to repigmentize.
3. Refer to the **Repigmentizing Formulas chart** (left) as a guideline for color selections, for most natural results.

Mixing guidelines for
Repigmentizing on next page.

Example:

Client lightened to a level 8.
Client desires level back to natural 6.
Repigmentizing formula used:
20cc 8SD, 10cc 8TRP

Final formula: 6NP with 15 volume. Strand test for accurate results.

* Special Note:

For optimum results and longevity of color, framesi recommends repigmentizing formulas for tint backs. However, if there is warmth present in the hair, the addition of red and gold colors to final color formula may be utilized to achieve desired results in one step.

FRAMCOLOR2001

COLOR CORRECTION

Repigmentizing Steps for Extreme Color Loss on Ends of Previously Tinted Hair

1. Determine desired level and intensity of tone of end result.
2. Choose 1 level lighter to repigmentize. Refer to mixing and application instructions below.
3. Usage of the Gold and Red Series is recommended, depending on intensity of series desired.

Mixing and Application Instructions

1. Mix 30cc **Framcolor 2001**
60cc **Ossidorr® 5**
60cc Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with **Shampoo Go**. Rinse and dry hair.
5. Proceed with color formula using 15 volume developer, depending on porosity of hair. Check frequently while processing.

Example 1

Client was previously tinted to a Level 8 Golden Red.
Formula Used: 25cc 8NP 10cc 8TRP Developer - 30 Volume
Problem: Ends have become gold and will not hold red.
Repigmentizing Formula: 15cc 9SD 15cc 9TRP
Final Ends Formula: 15cc 8NP 15cc 8TRP Developer - 15 Volume depending upon hair's porosity

Strand test is always recommended for best color results.

Example 2

Client was previously tinted to a Level 6 Red.
Formula Used: 15cc 6NP 10cc 6TRP 5cc 6RP
Problem: Ends will not hold intensity of red.
Repigmentizing Formula: 15cc 7SD 15cc 7TRP
Final Ends Formula: 10cc 6NP 15cc 6TRP 5cc 6RP Developer - 15 Volume

INTRODUCTION

framesi Products

The Finest Line of Professional Haircare Products in the World

Color Products

Framcolor 2001 INTENSE

Permanent haircolor that processes in **HALF THE TIME!** Innovative FPP Technology (Fast Pigmentation Processing) in a non-progressive formulation achieves intense performance processing and up to **4 levels of lift in HALF THE TIME!** **INTENSE** 100% gray coverage, condition, shine and longevity with uncompromised hair integrity. Comprised of 34 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes. **Framcolor 2001 INTENSE** can be mixed with any **Framcolor 2001** shade for 124+ shades that process in **HALF THE TIME!**

Framcolor 2001

Imported from Milan, **Framcolor 2001** is the most technologically advanced color line in the world. For the first time ever in permanent haircolor, a product line presents unlimited creativity. From the most naturally reflective warm tones to a cooler, more dense gray coverage you demand, all with the shine and condition you expect from framesi... creating endless possibilities for the true colorist. **Framcolor 2001** is designed with a perfectly calibrated, 11-level system. Each level is calibrated more precisely, for easier determination of natural level and more accuracy in formulating. Percent of ammonia and dye at each level is perfectly calibrated; resulting in less damage and less fadeage of haircolor. All of this at a 1:2 mix ratio, means a superior color system at a more economical price!

Framcolor 2001 Light&Shine

A permanent haircolor that lifts and deposits up to 3 levels on tinted hair, predictably. No prelightening or bleaching required. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

Framcolor 2001 Base Breakers

Permanent haircolor used to blend natural regrowth with lightened hair, creating softer lines and beautiful dimension with predictability and control.

Framcolor 2001 Base Breakers offers 1 level of lift in 5 minutes, or 2 levels of lift in 10 minutes. **Base Breaker Neutral** lightens without tonality when warmth is desired. **Base Breaker Cool** lightens with cool tonality to control warmth. Use with 20 volume at a 1:2 mix ratio for quick, predictable results. Can be used as an all-over color to quickly brighten and illuminate hair, or blend gray.

Framcolor Glamour

Finally the best of all haircolors come together into one with **Framcolor Glamour**. An unmatched finish with gray coverage never before achieved. Pure base colors, calibrated with the perfect amount of neutral for 100% gray coverage in each of the 60+ shades, with no need for intermixing. One formula, root to ends... never browns out. Ready-to-use colors that mix in seconds at a 1:1 mix ratio and offer ultimate vibrancy, 50% longer lasting color and up to 5 levels of lift.

Framcolor Futura®

Lustrous, sophisticated color has never been easier. This is the color that defined the European cream color revolution in America. It offers a palette of over 50 true-to-tone, intermixable shades, and its low ammonia and coconut oil vegetable cream bases condition the hair and respect its integrity.

Framcolor Eclectic CARE

The evolution of ammonia-free permanent haircolor, **Framcolor Eclectic CARE** offers unparalleled coverage, shine, performance. With up to 3 levels of lift with no build-up, every single shade gives 100% gray coverage. **Age Prevention Technology** (Black Seed Oil) and other rich ingredients leave hair with unmatched condition and shine.

It can be mixed with **Framcolor Eclectic** for unlimited creativity and increased performance.

INTRODUCTION

Framcolor Eclectic

The next generation of demi-permanent haircolor! **Framcolor Eclectic** features **Encapsulation Technology**, which allows active ingredients (color pigments, conditioners and protectants) to perform better than ever before! Color never builds up on the hair and will never fade off tone. **Framcolor Eclectic** is best used for toning highlights, refreshing faded ends and shine enhancing/glossing. The Intense Natural series provides 80%-100% gray coverage from an ammonia-free, PPD free, fragrance free, deposit only color while the Smokey Gray series can be mixed with any shade to control warmth and create silver/gray tones. Cool and Warm Toners refine or add warmth to optimize desired color in 5-10 minutes.

Framcolor BOLD

Framcolor BOLD with HCDP Technology (High Concentration Direct Pigments) guarantees 100% longer lasting bold color results with remarkable spreadability that ensures you will use 50% less product. **Framcolor BOLD** is true to swatch and tone. This direct deposit pigment does not require developer and is ready to use right from the tube.

Mixcolor Crema

A revolutionary tone-on-tone activator that allows you to transform **Framcolor 2001** & **Framcolor Futura** permanent haircolor into stunning tone-on-tone, deposit-only color. The rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in **Mixcolor Crema** impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition. Its unique protein-enriched cream formula allows for ease in mixability, application, control and placement and adds shine and condition to the hair.

Developers

Framesi Professional Activator 10, 15, 20, 25, 30 and 40 Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

Ossidorr® 5, 15, 20, 30 and 40

Cream developer in a rich vegetable coconut oil and castor oil base protects the hair cuticle and is mild to the scalp. Stabilized for long shelf life and less waste.

Bleaching Products

Decolor B Diamond

An off-the-scalp, no-dust, powder bleach, with **Diamond Technology** to exfoliate, polish, adds light reflection and **9+ levels of lift**. **Decolor B Diamond** lifts faster and more intensely than any other powder bleach.

Decolor B Clay Lightener

An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, and is perfect for freehand lightening.

Decolor B No Dust

An off-the-scalp powder bleach with a low ammonia formula. Reduces cuticle swelling and damage to the hair with up to **7 levels** or more of lift. Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality.

Decolor B Cream Plus

An on or off-the-scalp innovative cream bleach formula that lightens **9+ levels**. Protective oils safeguard hair health and scalp, leaving the hair with ultimate condition and shine. A thick creamy consistency stays moist without swelling, perfect for all balayage techniques.

STRIKE4 Processing Sheets

Framesi **STRIKE4** flat iron processing sheets process lighteners, and direct and oxidative pigments in **20 seconds!** Hair is protected and evenly heated for uniform coverage, performance and longevity that is as good, or better than traditional processing. Innovative salon tool that allows stylists to quickly customize and add their signature touch to every color or haircut in only **20 seconds**.

STRIKE4XL

STRIKE4 also available in XL size, perfect for highlights!

INTRODUCTION

Highlighting Product

Decolor B SHIMMER

A revolutionary product producing highlights from start to finish in 5 minutes. Use on natural or color treated hair for up to 2 levels of lift, on tone. Flat iron activated, no rinse, out the door.

High Lift Products

Framcolor 2001 US Plus

For additional blinding power with Framcolor 2001, US Plus may be used alone for 5 levels of lift on levels 6 and lighter or mixed with any of the US Series shades to give an additional $\frac{1}{2}$ level to one full level of lift. US Plus gives you the benefits of the conditioning **Framcolor 2001** base while still achieving the needed lift.

Framcolor Futura® SS Plus

Offers additional blinding power while maintaining the conditioning benefits of the **Framcolor Futura** cream base. SS Plus may be mixed with any of the four SS Series shades to give an additional $\frac{1}{2}$ level of lift. Or it may be used alone, enabling you to achieve five levels of lift on levels 7 and lighter.

Service Stabilizers

Shampoo Go

A gentle after-color shampoo for salon use only. Minimizes color fadeage with a blend of four surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

Post Color

Conditioning after-color sealer that totally closes the cuticle to seal in color and provide exceptional shine and finish. Contains peroxide scavengers that remove peroxide residue to reduce color fadeage.

Mask

A conditioning mask designed to restructure the hair after coloring and keep the cuticle compact for maximum color hold. It strengthens the hair shaft as it protects against moisture loss.

Shampoo Go

+ **Post Color**
+ **Mask**
= **47% added color longevity**

Specialty Products

Super Smak

A mild liquid solution that removes unwanted haircolor stains from the skin.

Gray Color Booster

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

Relief

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service.

Color Protect Cream

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.

Morphosis Pro-Force

Bonder 101 & Sealer 102 is a 2-step, in-salon system that permanently repairs damaged hair. Used during bleaching and haircolor services to protect, reinforce, and seal the hair bonds, reducing the risk of breakage to a minimum. Easy to use - no added processing time, no developer or formula change. Can be used alone as an in-salon deep restructuring treatment for extremely damaged hair.

Smoothing System

The **Framesi Smoothing System** is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. It is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the **Framesi Smoothing System**. Results will last 12 weeks or greater with the hair gradually returning to its natural texture.

Framesi Straightening System Strong

A highly protective, formaldehyde-free straightening system that helps hair acquire new texture with a short processing time. It removes frizz, leaving hair sleek, smooth, and more manageable. **Framesi Straightening System Strong** allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. **Framesi Straightening System Strong** has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.

FRAMCOLOR2001

FRAMESI COLOR LOVER

FRAMESI COLOR[®] LOVER



NEW



♥ Vegan ♥ Paraben Free ♥ Gluten Free ♥ DEA Free ♥ Sodium Chloride Free
 ♥ Powerful Anti-Aging Properties ♥ Thermal and UV Protectants ♥ Weightless ♥ Will Not Build Up

The perfect match for your favorite haircolor, **PRIMER 11**, **PRIMER 11 INTENSE** and **FRAMESI COLOR LOVER** shampoos and conditioners 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.

This is your guarantee for happily ever after!



QUINOA (keen-wah) **For love that won't fade.**

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

95% longer lasting color*

FIRST LOVE	LASTING LOVE	LOST LOVE
		
Salon Fresh Color†	After using Color Lover	After using a competitor
• 30 washes • 30 blow dry • 30 flat iron		
• 30 washes • 30 blow dry • 30 flat iron		

* Based on lab testing
 † Leading Professional Color

FRAMESI COLOR LOVER

COLOR LOVER STYLING 6fl.oz./177mL

PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING



- 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

CURL PUDDING CURL DEFINING CREAM



- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage
- Weightless, does not coat or dull hair

RAISE THE ROOTS ROOT LIFTER



- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

BOUNCE CURL REJUVENATOR



- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

BLOW IT BIG BLOW DRY CREAM



- Moisturizes, adds volume and body
- Offers Strong thermal protection
- Speeds up drying time
- Weightless, does not coat or dull hair

PRIMER 11 8.5fl.oz./250mL/ 3.4fl.oz./100mL

FRAMESI COLOR LOVER PRIMER 11 is your hair's hero... love of your life. 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 and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.



How does **PRIMER 11** love your hair?
Count the ways...

- **RETAIN COLOR 95%**
- **DAMAGE REPAIR**
- **SILKY & SHINY**
- **FIX FRIZZ**
- **BODY**
- **MENDS ENDS**
- **DETANGLE**
- **STYLE SUPPORT**
- **NO STATIC**
- **THERMAL GUARD**
- **WEIGHTLESS**

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

PRIMER 11 INTENSE 8.5fl.oz./250mL

Superheroes do exist. Meet **FRAMESI COLOR LOVER PRIMER 11 INTENSE** for dry, curly, damaged or unruly hair. Experience penetrating hydration and 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.

- *Baobab Seed Protein for instant repair*

NEW! DYNAMIC RED & BRUNETTE

Keep your red & brunette hair fresh and on-tone.

DYNAMIC RED SHAMPOO

RED SHAMPOO FOR HAIR 16.9fl.oz./500mL



- Enhance your red without changing original tonality
- Pomegranate extract provides natural age-defying & conditioning results for smoothness & shine
- >95% longer-lasting color with no build up or dryness*

DYNAMIC BRUNETTE SHAMPOO 16.9fl.oz./500mL
COOL BROWN SHAMPOO FOR BRUNETTE HAIR

- Keep it cool! Eliminate brass & warmth without changing original tonality
- Packed with Algae Proteins to add moisture & remove pollutants
- >95% longer-lasting color with no build up or dryness*

DYNAMIC BLONDE

Banish the brass! Keep your blonde/gray/white hair brighter and more refined.

DYNAMIC BLONDE SHAMPOO

VIOLET SHAMPOO FOR BLONDE/GRAY HAIR

33.8fl.oz./1000mL/ 16.9fl.oz./500mL/ 3.4fl.oz./100mL



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

DYNAMIC BLONDE CONDITIONER

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



- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

DYNAMIC BLONDE SERUM 4.75 fl.oz./140mL

- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer

DYNAMIC BLONDE SHAMPOO & CONDITIONER
NOW AVAILABLE IN LITERS! 33.8fl.oz./1000mL

DYNAMIC BLONDE RESULTS FOR YOUR BACKBAR!

MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair and indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer.

MOISTURE RICH SHAMPOO

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents, Silk Protein & 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

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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**

SMOOTH SHINE

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

SMOOTH SHINE SHAMPOO

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins work in synergy to nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

SMOOTH SHINE CONDITIONER

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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**

VOLUME BOOST

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

VOLUME BOOST SHAMPOO

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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

8.5fl.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

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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

33.8fl.oz./1000mL / 16.9fl.oz./500mL / 3.4fl.oz./100mL



- 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**

BY

BY framesi™

BY framesi is a collection of the best, most performance-driven, color safe styling products on the market today. Eleven unique formulas can be used alone or combined, for limitless possibilities.

With advanced technologies, pearl protein and volcanic ash have been worked into each product, providing the most sophisticated formulas.

BY FRAMESI™



SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE ¹ excludes BY hair spray

PEARL PURE AGILITY

framesi has taken luminous pearl protein, providing shine and enhancing hair's natural beauty, to create pure agility. Hydrolyzed pearl protein contains amino acids and vital trace minerals that stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

WIO STRAIT BALM™ straightening lotion 150ml/5.1oz.



- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation with pearl protein and vitamins, which soften and moisturize the hair while adding incredible shine.

GLAZE thickening fluid 250ml/8.4oz.



- adds body and shine
- gives hair soft, touchable definition
- anti-static
- lets your color shine through

An alcohol free thickening fluid that contains pearl protein, which moisturizes and adds luminous shine.

SPARKLING MOUSSE LIGHT light hold mousse 194g/6.9oz.



- adds body and volume
- alcohol free
- moisturizing
- lets your color shine through

A protective, moisture-rich foam with pearl protein, that adds lift and control to even the most lifeless hair.

MIST HAIR SPRAY LIGHT light hold hair spray 283g/10oz.



- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hairspray with pearl protein, rich in restructuring amino acids. Will not build up.

HYDRO-GEL LIGHT light hold gel 150ml/5.1oz.



- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with pearl protein, that enhances texture and manageability, locking in volume, shine and bounce.

LAVA UNCOMPROMISED STRENGTH

framesi has harnessed volcanic ash protecting and holding style with distinction, to provide uncompromised strength. Volcanic ash preserves regenerating powers that stimulate cell renewal. The essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

WORKING CLAY matte sculpting wax 70.8g/2.5oz.



- Strong pliable hold
- separates and defines
- protects against UV rays and humidity
- lets your color shine through

A dry, yet workable Strong hold wax that gives hair the flexibility to shape and re-shape, with a matte finish. Excellent protection when used with hot tools; locks in style.

MIST HAIR SPRAY Strong Strong hold spray 283g/10oz.



- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold. This ultra-fine spray contains vitamins and volcanic ash which fortifies the structure of the hair.

HYDRO-GEL Strong Strong hold gel 150ml/5.1oz.



- ultimate hold
- remineralizes the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the efficacy of volcanic ash derivatives.

SPARKLING MOUSSE Strong Strong hold mousse 194g/6.9oz.



- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect & moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra Strong hold & support.

FRAMCOLOR2001

MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS

DENSIFYING SHAMPOO

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Volumizing shampoo that cleanses the scalp of impurities and product residue to help oxygenate the scalp. The blueberry extract, on which the formulation is based, prepares the scalp to be more receptive to the **Extreme Drops** or **Renew**.

MORPHOSIS

SUBLIMIS SHAMPOO

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Gently cleanses the scalp while maintaining moisture balance and softening the hair. Rich in the wonderful properties of argan oil, dry hair immediately regains flexibility and hydration.

MORPHOSIS

BALANCE SHAMPOO

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Designed specifically for cleansing oily scalp and hair without drying the scalp. It restores balance to oily hair and soothes itching and rashes. Ideal for all types of hair, leaving hair moisturized, manageable, light, and voluminous.

EXTREME DROPS 6mL/0.2fl.oz.

An intensive, energizing, and revitalizing concentrate for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, Stronger hair.

CONDITIONER

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Created for all hair types, it leaves hair moisturized, soft, silky and manageable. Its lightweight formula penetrates the hair fiber, bringing all the benefits of argan oil without buildup or weight.

MORPHOSIS

PURIFYING SHAMPOO

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Specific treatment for removing and combating the reappearance of the microorganisms that cause dry scalp and/or dandruff. With a system of gentle surfactants, this shampoo cleanses while respecting the scalp's hydro lipid film, quickly relieves itching and leaves all hair types soft, manageable and well conditioned.

RENEW 200mL/6.8fl.oz.

An energizing and revitalizing spray for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, Stronger hair.

PURE OIL 125mL/4.2fl.oz.

Protective and regenerating treatment, this rich formula combines the incomparable virtues of argan oil with a mix of vitamins, conditioners and protective agents. It responds to the various needs of different hair types: it moisturizes dry hair, revitalizes treated hair, and has an anti-aging effect on mature hair.

MORPHOSIS

REPAIR SHAMPOO

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



This gentle shampoo cleanses the hair and scalp, and begins the initial phase of hydration. Infused with sunflower seed oil, the formula detangles hair leaving it soft, shiny and full of body.

SHINE LIGHT OIL 125mL/4.2fl.oz.

An oil formulated to protect hair, add shine to the hair and enhance the brilliance of color. It brings a touch of radiance to all hair types but its ultra lightweight formula makes it particularly suitable for finer hair textures providing an anti-aging effect.

MORPHOSIS

DESTRESS SERUM 100mL/3.4fl.oz.

Leave-in rebalancing treatment that soothes hyper-sensitive scalp. Contains a blend of moisturizing and anti-oxidant agents that stimulate cell regeneration and heals irritated or very dry scalp. Lightweight yet concentrated.

CONDITIONER

250mL/8.4fl.oz. & 1000mL/33.8fl.oz.



Restores strength and resilience to fragile, damaged hair. For all hair types, it has the ideal consistency for frequent use without weight and leaves damaged hair silky and manageable. Perfect for reconditioning and protecting the hair after bleaching, straightening, perming or heat styling damage.

VELVET 100mL/3.4fl.oz.

Revolutionary fluid cream with a fill-up effect: it fills up the porosity of the hair, instantly making it even, shiny and full-bodied. It removes frizz and facilitates styling.

MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS SCALP CONTROL

EXFOLIATE 150mL/5.1Fl.oz.



Delicate pearls of pure jojoba wax, immersed in a soft emulsion, remove deposits of sebum, dandruff, dead cells and fixative products. Its application stimulates surface blood circulation and ensures the scalp quickly absorbs the active ingredients within the Morphosis treatments. Can be used by all hair types to remove product build-up and keep scalp clean and fresh.

REFRESH SPRAY 100mL/3.4Fl.oz.



Leave-in formula designed to refresh the scalp and prolong the benefits associated with the **Exfoliate**, **Balance**, or **Purifying** shampoos. With sebum regulators and ingredients that address dry and flaky scalp, it keeps the scalp moisturized and deodorized, for a lovely long-lasting clean sensation.

MORPHOSIS RE-STRUCTURING

REVITALISING SHAMPOO 1 1000mL/33.8Fl.oz.



- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E, nourish scalp and hair

EXPRESS FILLER 2 1000mL/33.8Fl.oz.



- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E thicken and re-compact hair surface, instantly transforming hair texture

PRECIOUS FLUID 3 1000mL/33.8Fl.oz.



- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness

MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102

MORPHOSIS

HAIR
TREATMENT
LINEMORPHOSIS
PRO-FORCE
BONDER 101/ SEALER 102PRO-FORCE
BONDER 101 & SEALER 102

70



WHAT IS IT?

- **Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and hair color services to protect and strengthen hair
- Compatible with all color lines and bleach products.
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

**VEGAN, GLUTEN FREE, SULFATE
FREE, PARABEN FREE**

WHY USE IT?

- Used during bleach or color services:
 - Reduces the risk of hair breakage to a minimum
 - Penetrates the cortex to improve resilience, elasticity and porosity
 - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
- Helps to extend the life of the color while elevating the quality of the hair shaft
- Assists in gray coverage on dense, resistant hair
- Used as a stand alone product for extremely damaged hair:
 - Increases hair strength and improves quality of the hair from the inside out
 - Instantly repairs and returns hair to a healthier state with improved body, softness and shine
 - Repairs cuticle damage caused by the following factors:
 - Mechanical damage, thermal damage, chemical processing damage

- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage
 - Offers an opportunity to increase value of service and added revenue

WHO NEEDS IT?

- During Color or Bleach:
 - Anyone with damaged hair, uneven porosity
 - Previously bleached hair shaft and ends
 - Hair with breakage or split ends
 - Hair that is dry and lacks moisture
 - Hair that will not hold color

AS A STAND ALONE:

- Anyone with damaged hair and cuticle damage
 - Hard to manage hair, visible split ends, breakage, fly aways, easily tangles



MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102

HOW TO USE IT?

Instructions for bleach or hair color services:

1. Mix bleach or hair color as normal before adding **Pro-Force Bonder 101**.
2. Add the following amount of **Framesi Pro-Force Bonder 101** to the bleach or color mixture and mix thoroughly:
 - a. **Bleach:** add 8 ml (¼ oz or 4 pumps) for every 30g (1 oz) of bleach
 - b. **Color:** add 4 ml (1/8 oz or 2 pumps) for all color applications
3. Apply the bleach or color mixture to hair and process as normal.
4. When processing is complete, rinse hair and towel dry. **DO NOT** shampoo.
5. If Bleach application requires a toner, apply toner to the hair at this time and process. Rinse hair and proceed to **Pro-Force SEALER 102**.
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go, Mask, and Post Color**.


Instructions for use as a deep restructuring treatment for extremely damaged hair:

1. Apply 15-20 ml (½ - 2/3 oz or 8-10 pumps) **Pro-Force SEALER 102** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.
2. Carefully comb through the hair to spread product uniformly and allow ingredient to penetrate.
3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap.)

4. Rinse well and towel dry hair.
5. Apply 15-20 ml or 8-10 pumps of **Pro-Force SEALER 102** to hair and distribute evenly.
6. Process 5 minutes and gently rinse. Proceed with styling.

WHAT IT WON'T DO:

- Add processing time to normal bleach or color service
- Require a change of developer or formula
- Will not affect color deposit
- Change your color or lightener consistency

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The Art of Relaxing and Chemical Reshaping

In cutting, you are only dealing with one medium to create your art – the hair itself. In texture services, you have two media – the hair and the chemicals you are using. Today, texture offers one of the most visual creative approaches to hair design. Whether clients are looking to soften natural curl or redirect natural growth patterns, they are turning more and more to texture.

As a stylist, texture allows you to contract, control and reshape curl through chemical relaxing. It enables you to create temporary texture with styling products.

In Europe and other countries around the world, framesi has long been marketing texture-related products. In introducing these products here, framesi is now bringing that worldwide expertise to America with a fully integrated system of products for creating and maintaining textured styles.

The Client Consultation

The First Step for Any Salon Procedure / Service

Client Consultation is the Strongest marketing and merchandising tool a stylist has within the realm of the salon. Client Consultation can be the crucial important service performed on a client.

A *Client Consultation* should take place with every single client that sits in your chair.

New Clients

Let's consider first the new client to the salon. Take a minute and think about it! How would you feel if you were walking into a new salon to get a haircut, color or texture service? You have no idea:

- Who this person is
- The level of skill the stylist possesses
- What his/her personality is like

Existing Clients

Have you ever heard this from a new client "I've been going to the same stylist for years. I kept asking for something different and never got it. So I thought I'd try someone new."

Developing a loyal clientele as well as maintaining existing clientele is not difficult, but it does take some effort and, most of all, focus. We have a very powerful tool at our disposal... the Client Consultation.

There are five steps to a successful Client Consultation

1. Listen
2. Share
3. Clarify
4. Ask Permission
5. Action

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Step 1 – Listen

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products.

Learn how to be an attentive listener. Try the following:

1. Sit on the same level as the client and face her eye-to-eye.
2. Curb the tendency to perform Client Consultation looking at the client totally through the mirror. It is much more personal to actually look at the client.
3. When the client is expressing herself, encourage her by some sort of acknowledgement, either a verbal “uh huh” or “I see” or non-verbal cues such as a smile or nod.
4. Try to understand what is meant rather than refute or contradict.
5. Expect the client’s language to be different from your own.
6. Do not interrupt what the client is saying. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client’s perception of the situation.
7. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully in gathering information.

- Use a client file to record all information gathered to refer back to.
- As you gather this information, it will help you properly analyze your client’s hair type to successfully proceed with the permanent wave service.

A Listening Checklist	
<input type="checkbox"/>	What’s your past experience with perms or relaxers? Avoid repeating any disasters.
<input type="checkbox"/>	Has the hair been color-treated? If so, has it been done professionally? If it has not been done by you, gather as much information as possible.
<input type="checkbox"/>	What do you want this new texture service to do for you? Easy styling? Or a totally different look?
<input type="checkbox"/>	How much straightening of curl is desired? Does client simply want to slightly soften natural curl? Does client need to relax a previous perm? Do they expect the hair to look like naturally curly hair, a roller set or smoother?
<input type="checkbox"/>	What is your occupation? If the client has a conservative job, there may be certain requirements.
<input type="checkbox"/>	What is your lifestyle? Personality? Is style versatility a must? She needs to be comfortable with how she looks.
<input type="checkbox"/>	Home maintenance and styling needs? How does the client care for her hair? She needs to be advised on how to best care for her new style. framesi provides the most complete system of haircolor for all hair types.

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Step 2 – Share

After hearing your client's impression, it is time to share your professional expertise. This will reinforce your professional image and build your client's trust in your skill.

Take your time. This is the most important step, because this is where your client will agree on the perm service.

- Analyze your client's face. Is it Oval... Pear... Heart... Round... Square... Oblong... Diamond?
- Analyze your client's features: Eye placement... nose shape... mouth size... etc. Hair should act as arrows, pointing toward good features and away from bad ones.
- Use descriptive words or phrases that make the relaxer service more appealing to your client's senses, such as soft curl and fullness, design movement, texture design, sleek, and smooth sculpted. It helps heighten expectations, builds confidence and helps to calm your client.
- Avoid phrases that sound too technical. They can lower expectations and are easily misunderstood.

Be honest with your client. This is the time to discuss the following:

- The service and in-salon treatments – what is it going to cost and how much time is involved.
- Advanced booking – how often they need to visit the salon to maintain their new look.
- Home maintenance – recommend or prescribe any framesi products that are necessary for the client to maintain her texture and in order for you as a professional stylist to guarantee the service.

Step 3 – Clarify

Now you should confirm that the client understands completely what is involved in performing the service she desires. This is the

time to refer back to the information gathered (i.e. client file or record).

Step 4 – Ask Permission

When the client's expectations match your own, and he or she fully understands the cost and procedure of the relaxer service, simply ask, "May we proceed?"

Step 5 – Take Action

The service can begin. By mastering the five simple consultation steps, and sharing the quality of framesi, your client will be satisfied, and your image as a salon professional will be enhanced. framesi texture products are capable of satisfying the needs of every client.

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Understanding the Composition of Human Hair Structure

In order to perform a texture service at its best, it is important to have a basic understanding of the human hair structure and the physical and chemical properties it is composed of.

Physical Structure

The physical structure of the hair is made up of 3 separate layers:

1. Cuticle
2. Cortex
3. Medulla

The Cuticle

The cuticle is the outermost protective layer of the hair. It is comprised of seven or more hinged layers that slightly overlap. It resembles the scales of a fish or shingles on a roof. A healthy moisturized cuticle is translucent in nature and has the ability to expand and contract (open and close).

The main function of the cuticle is to provide a protective barrier to the cortex, shielding it against damage and the depletion of protein and moisture that is essential in maintaining healthy, shiny hair.

The cuticle actually has several important functions:

- Protects against the unfavorable aspects of the environment (sun, wind, pollution).
- Protects against the harsh and devitalizing effects of thermal styling.
- Reflects light, giving hair its shine and luminosity.

The cuticle is hydrophobic (water-repelling). The hydrophobic qualities and porosity can be easily seen.

The Float Test

Simply place a clean dry hair in a glass of water. If the cuticle is intact, the hair will float on the surface - if not, it will fall to the bottom of the glass. A very easy but informative test.

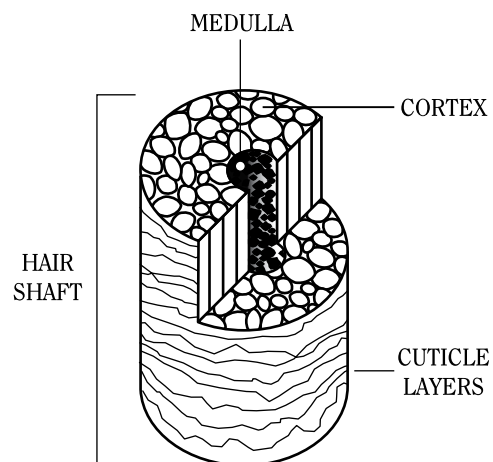
The Cortex

The middle section of the hair is the cortex. Within the cortex lies the infrastructure of the hair, which is extremely important to the success of the permanent wave.

In fact, 90% of the hair's molecular weight is found in the cortex. It provides the hair with its strength, elasticity and texture. Natural melanin (pigment) is also found in the cortex. It is actually composed of many parallel fibers of hard keratin called amino acids, which form what is called the polypeptide chains, or simply put, "protein chains". These parallel protein chains are held together by what are called Cross Bonds. These Cross Bonds are responsible for the strength and resiliency of the corticle protein (protein chains.)

There are three primary Cross Bonds affected during the course of a permanent wave; *sulfur, hydrogen and salt bonds*. The cortex is also hydrophilic (water-loving) and will immediately absorb water. Permanent changes in the hair take place in the cortex.

The Cortex and Medulla



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The Medulla

The medulla is the center of the hair structure. It is a hollow core that randomly appears throughout the length of the hair. Little is known about its role and it does not appear to have any bearing on the success of a permanent wave.

Chemical Structure

When performing a texture service on a client, you are actually altering the pattern of chemical bonds in the cortex. These chemical bonds give hair its strength and play an integral part of the process. The Cross Bonds hold the parallel protein chains in a spiral configuration. This spiral configuration is referred to as a helical. During the chemical process of a texture service, there are three kinds of Cross Bonds in the helical protein chain at which we need to take a closer look.

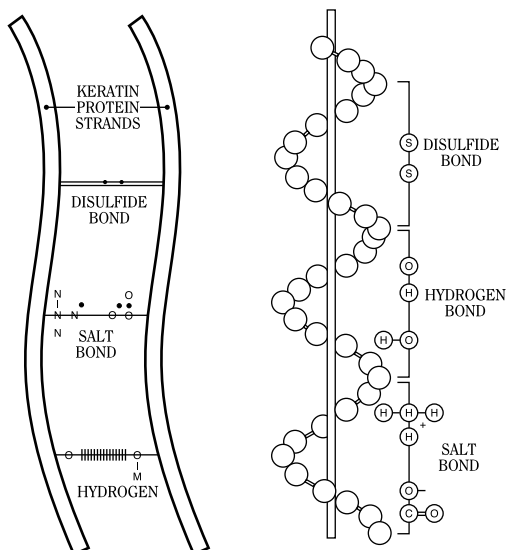
Sulfur Bonds – Also Called Disulfide Bonds, Cystine Bonds

The disulfide or sulfur bond is the chemical Cross Bond that is softened or separated and is most affected by the wave lotion. The sulfur bond is made up of two sulfur atoms. The connection is very Strong. The sulfur bond is found in the amino acid cystine, which is the primary amino acid in the protein chain. The sulfur bond accounts for approximately $\frac{1}{3}$ of the hair strength. The goal is to break no more than 80% of the sulfur bond during relaxing.

Hydrogen Bond

The hydrogen bonds are relatively weak in nature when compared to the sulfur bond, yet they make up in number what they do not possess in strength. Hydrogen bonds are only separated with water and are easily rearranged when hair is dried and styled for a temporary set. They give the hair $\frac{1}{3}$ of its strength when dry and do not play much of a role in permanent waving.

The Chemical Structure of Hair



Salt Bond

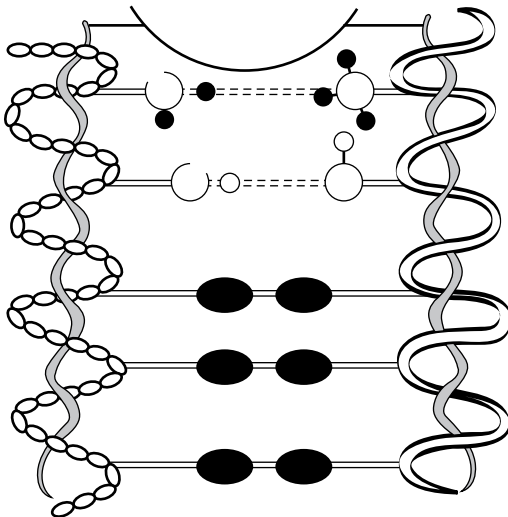
Salt bonds are fairly Strong but can also be broken by water. They are also referred to as “ionic” bonds because the bond between protein chains is due to the attraction of opposite electrical charges. They exist between the positive and negative charges in the amino acid chain. When a molecule takes on an electrical charge it is referred to as being “ionized”. Salt bonds are reformed through styling and drying of the hair.

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Electrical charges in the hair play an important part in conditioning and in how different products react in the hair. There are cationic (+) and anionic (-) charges. Damaged hair has an (-) anionic charge, while conditioning agents can have a (+) cationic charge. The negative sites attract the positive, creating an "ionic" bond or neutral state, called "isoelectric point". This is the point at which hair is considered healthiest.

After taking a closer look at the physical structure and the chemical structure, we can have a better understanding of the chemistry of texture services.

Salt (Ionic) Bond



A Matter of Equilibrium

Every time the hair fiber comes in contact with a chemical product, its pH is altered. Therefore, it is important to understand the pH theory. The pH scale ranges from 1-14. A pH from 0-6 is acidic. A pH of around 7 indicates a neutrality (distilled water has a pH of 7). A higher pH than 7 indicates an alkaline solution. The hair and scalp have a normal pH of 5.5. Only by maintaining hair and scalp in its proper pH can its health and beauty be ensured.

This is why framesi designs and releases only complete product systems that prepare the hair for the chemical treatment, alter its structure and recondition it, bringing it back to its natural pH. Because beauty is a matter of equilibrium.

Framesi Straightening System

The Art of Chemical Relaxing and Reshaping

Still another approach to creating texture goes beyond creating curl and body and involves the refining of natural curl through relaxing, curl reduction and redirection of natural growth patterns. You can do all of this with **Framesi Straightening System Strong**, the revolutionary framesi thio-based relaxer and retexturizing cream. Because **Framesi Straightening System Strong** has a lower pH than conventional relaxers, it allows you to create stunning effects, while its gentleness respects the hair's integrity. Its vegetable-derived conditioning base allows you to soften, relax and reshape the hair while protecting the hair and scalp.

Because **Framesi Straightening System Strong** leaves the hair in superior condition, you can perform additional chemical services, such as color, with complete confidence. You can use **Framesi Straightening System Strong** to relax and soften natural curl. And, because of its versatility, you can also relax an existing perm to create new design and movement.

Beyond Creating Curl and Body Texture can also mean refining natural curl through relaxing (reduction) of natural curl or redirecting natural curl pattern to create a new design form movement.

Frequently, the service of chemical relaxing is met with apprehension and uncertainty. Traditional chemical relaxers have created a fear due to the harshness of the products and the condition the hair was left in after the service. Yet chemical relaxers can be one of the most versatile re-texturizing tools used by the salon today.



Absolute Integrity of the Hair

Framesi Straightening System Strong is based on thioglycolate chemistry and has a lower pH than conventional sodium or calcium-based relaxers, leaving the hair in superior condition.

It has a vegetable derived conditioning base that protects the integrity of the hair fiber and scalp. This vegetable base is also responsible for the thick creamy consistency of **Framesi Straightening System Strong**. The thick nature of the product aids in proper application, and keeps the hair in place during processing allowing for superior results. Because the integrity of the hair is left in superior condition, additional chemical services can be performed (i.e. color).

Framesi Straightening System

Framesi Straightening System Strong Is More Than Just a Relaxer

This versatile product, beyond taking natural curl to a straight entity, can redesign natural curl and relax an existing perm to create new design form movement as in the following:

1. Control unruly growth patterns and cowlicks.
2. Reduce and soften unruly curl and control frizz for a smoother, more manageable curl.
3. Relax a previous perm to create a new style.
4. On ethnic hair, **Framesi Straightening System Strong** can be used as a mild relaxer.

Versatility

Framesi Straightening System Strong is the most versatile reshaping and retexturizing tool. Therefore there are many ways to use **Framesi Straightening System Strong**:

1. Promote the movement of waves and root lift.
2. Create scattered movement.
3. Straighter hair takes on root lift and direction.
4. Directs hair in the nape area to lie in accordance with desired hair design.

Chemical Composition

There are two types of relaxers; each is designed for specific hair types to produce different results:

1. Sodium Hydroxide Products

- Sodium hydroxide relaxer (lye base)
- Calcium/potassium hydroxide relaxers (no-lye base)

2. Ammonium Thioglycolate Products (Thio-based)

Sodium Hydroxide Products

Sodium hydroxide relaxers are the most effective in straightening very curly, kinky or tightly coiled hair, but are also more caustic. Extreme caution must be taken when using them.

Also in the sodium hydroxide family are calcium hydroxide and potassium hydroxide relaxers, which are marketed as no-lye relaxers. They are less aggressive than sodium hydroxide but can leave a buildup of mineral deposits on the hair. Both require the use of a pre-basing step that is a petroleum-based product applied to the scalp as a barrier to prevent burning or irritation. Sodium hydroxide and calcium or potassium hydroxide relaxers have a very high pH, usually 11-12. Using relaxers with this high pH will relax the hair quickly, but it also has the potential to cause severe damage and possible breakage to the hair if over-processed or the application is overlapped.

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Framesi Straightening System

Sodium and calcium or potassium relaxers are permanent treatments. The product penetrates the cuticle, enters the cortex, breaks the disulfide bonds and straightens the hair. When the hydroxide is neutralized with a neutralizing shampoo, the hair's internal structure (sulfur bonds) does not reform. In fact, some of the cysteine (protein) chain is destroyed altogether, leaving the hair fiber in an extremely vulnerable state.

These permanent treatments are not reversible. They can only be grown out. Caution needs to be taken and it is often recommended not to perform additional chemical services.

Ammonium Thioglycolate Products
Thio relaxers are based on the same chemistry on which permanent waves are based. This type of relaxer has a milder relaxing action on curly ethnic hair but works well on naturally textured Caucasian hair or when you want to remove less curl.

A thioglycolate system has a lower pH of 9.0 that is milder to the hair and scalp. A pre-basing step is not necessary. The product penetrates the cuticle, enters the cortex and breaks the sulfur bonds, thus straightening the hair. When the hair is neutralized, the sulfur bonds within the internal structure are reformed. The cysteine (protein) chain is left intact, leaving the hair in a new "relaxed" state. These treatments are reversible if desired and can accept additional chemical services.

SPECIAL CAUTION:

When relaxing a client's hair that has previously been relaxed with sodium or calcium hydroxide, extreme caution should be taken not to overlap.
SODIUM OR CALCIUM HYDROXIDE PRODUCTS AND THIO-BASED PRODUCTS ARE NOT COMPATIBLE.

To mix any hydroxide product with thioglycolate is absolutely not recommended.

The thio-based relaxer will process too fast on the previously weakened hair causing this area to become damaged before the regrowth is relaxed.

Application and Processing Instructions

Framesi Straightening System Strong	PERFECTLY STRAIGHT SILK	NATURALLY STRAIGHT SILK	SILK RELAX
Treatment Time	90 minutes	60 minutes	30 minutes
Application	Requires use of flat iron	Does not require use of flat iron	Quick treatment applied at the shampoo bowl
Treatment Duration	Permanent	Permanent	Temporary
Procedure	Hot	Cold	Cold

Framesi Straightening System

Perfectly Straight Silk Treatment Permanent Hot Straightening

First treatment is a complete application
This treatment takes about 90 minutes
(may take up to 2 hours depending on
length/texture of hair).

A. Pre-treatment

- Avoid washing the hair before applying **Framesi Straightening System Strong**.
- If the hair has a lot of fixative product, or if the texture and condition of the hair is hard to determine, gently shampoo without excessively scrubbing the scalp.
- Before proceeding with straightening, dry the hair completely.
- If the hair is bleached or contains bleached highlights, do not use **Framesi Straightening System Strong**.
The **Framesi Smoothing System** is recommended. See page 86.

B. Treatment

It is best to begin service on hair that is shampooed and dried naturally in order to properly assess the existing hair texture. If the hair is very wavy or frizzy, before starting the treatment, flat iron the midshaft of the hair using a few drops of the **Framesi Straightening System Protective Serum**.

1. Divide the hair into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats, & top).
2. Wear disposable gloves and dispense **Framesi Straightening System Strong** cream into a plastic bowl and mix.
3. Begin application from the nape (usually the curliest and toughest area) staying $\frac{1}{4}$ inch from the scalp.
4. If the hair is long or very thick, work with another stylist to ensure the same processing time all over the head and the best end results.
5. Apply **Framesi Straightening System Strong** with a brush. Let the product penetrate from root to ends without tangling.

6. Pull each section straight before moving to the next section. Proceed towards the top of the sections working with partings no more than $\frac{1}{3}$ inch (1cm) in thickness.
7. **Processing time begins when you apply the cream to the first parting.**
8. You may have to shampoo the first sections applied (nape to occipital, and occipital to crown) before completing the **Framesi Straightening System Strong** cream application all over.
9. Processing time varies but should not exceed 20 minutes.
10. To check that the procedure has been completed, remove the cream from a small area or strand section. Gently push the hair towards the scalp. If the hair remains in a smooth state, processing is complete. If the hair tends to curl, prolong the processing time.

Naturally Straight Silk Treatment Permanent Cold Straightening

Recommended Processing Times	
Hair Type	Framesi Straightening System Strong
Natural, no color (tone on tone)	15 - 20 minutes
MIXCOLOR, Eclectic	10 - 15 minutes
Tinted (15 - 20 volume)	7 - 10 minutes
Tinted (20 - 30 volume)	5 - 7 minutes
Highlift & Double-Processed (40 volume)	Not recommended

Framesi Straightening System

11. Rinse with warm water and shampoo carefully with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO** removing all residue of cream.
12. Blot hair dry with a towel without tangling the hair. Apply a small amount of **Framesi Straightening System Protective Serum** to the hair before drying with a dryer.
13. When dry, flat iron hair section by section. Use a high quality flat iron at a temperature setting of 380° to 400°. Flat iron the hair in the direction it grows out of the head, taking 3 passes over each ¼ inch section until the hair is smooth and silky.
14. Apply **Framesi Straightening System Neutralizer** directly on the hair, starting from the base of each section and working from scalp to ends. Comb the hair carefully.
15. **Neutralize for 10 minutes.**
16. Rinse the neutralizer out for 5 minutes with lukewarm water.
17. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE**, leave in 3-5 minutes and proceed with a final rinse.
18. Towel blot the hair and apply the remainder of the **Framesi Straightening System Protective Serum** to the hair.
19. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11 Intense** and **STOP FRIZZ** and **BY WIO STRAIT BALM** evenly through the hair.
20. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo**, **Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic Demi-Permanent Haircolor** or framesi **MIXCOLOR** can be used immediately after a **Framesi Straightening System Strong Treatment.**)

Naturally Straight Silk Treatment Permanent Cold Straightening

First treatment is a complete application This treatment takes approximately 60 minutes to complete (may take longer depending on length/texture of hair).

A. Pre-Treatment

- Avoid washing the hair immediately prior to applying **Framesi Straightening System Strong**
- Shampoo hair prior to the treatment if the client has used a lot of fixatives.
- Avoid scalp manipulation if shampooing prior to the treatment.
- Dry completely prior to applying **Framesi Straightening System Strong** to the hair.

B. Treatment

It is best to begin service on hair that is shampooed and dried naturally in order to properly assess the existing hair texture. If the hair is very wavy and frizzy before starting the treatment, flat iron the mid-shaft with a few drops of **Framesi Straightening System Strong Protective Serum.**

1. Divide the hair into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats & top.)
2. Wear disposable gloves and dispense **Framesi Straightening System Strong** cream into a plastic bowl and mix.
3. Begin application from the nape (usually the curliest and toughest area) staying ¼ inch from the scalp.
4. Use a brush to make sure the product adheres to the strands. Let the product penetrate from root to ends without tangling. Proceed to the front making sure all of the hair is covered. Use sections no larger than 1/3 inch (1cm) in thickness. You may need to shampoo the first sections the **Framesi Straightening System Strong** cream was applied to before completing the application on all 5 sections.

Framesi Straightening System

5. **Processing time begins when you apply the cream to the first parting.**
6. Processing times vary but should never exceed 20 minutes. Check the hair during the processing time. Recommended processing time is the same as the chart on page 64.
7. To check to processing time, remove cream from a subsection and push the hair towards the scalp. If it curls, process further; otherwise it is ready to be removed.
8. Rinse with lukewarm water and wash with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.
9. Towel blot and apply **Framesi Straightening System Neutralizer** to the hair. A small amount of **Protective Serum** can be applied to the hair and left on prior to the neutralizer.
10. **Process 10 minutes.**
11. Rinse carefully for 5 minutes with warm water.
12. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** leave in 3-5 minutes and proceed with a final rinse.
13. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11** and **STOP FRIZZ**, with **BY WIO STRAIT BALM**.
14. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo, Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic Demi-Permanent Haircolor** or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment).

Silk Relax Treatment Temporary Cold Straightening

This treatment takes 30 minutes to complete.

1. Wash the hair with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.
2. Rinse well and remove the excess water by towel blotting the hair.
3. If the hair contains pre-lighted sections, pre-treat those sections with **FRAMESI COLOR LOVER PRIMER 11** and **FRAMESI COLOR LOVER MOISTURE RICH MASQUE**.
4. Wearing disposable gloves, pour 150g (whole tube) of **Framesi Straightening System Strong** straightening cream into a plastic bowl. Add 1 oz of **Framesi Straightening System Protective Serum** and mix well. Less product can be prepared for shorter hair.
5. Apply the mixture to the hair with your hands and a wide toothed comb at the shampoo bowl.
6. Comb very gently during the application and the processing time to avoid damaging the hair and removing the product. Keep the hair nice and straight and process for 3 to 5 minutes.
7. Remove the mixture, washing carefully with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**. Towel blot the hair carefully not to tangle it.
8. Distribute **Framesi Straightening System Neutralizer** directly over the hair from roots to ends starting from the base of each section. Comb the hair carefully through this process to prevent the formation of unwanted waves.
9. Process neutralizer 5 minutes and rinse well for another 5 minutes.
10. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** along with a couple drops of **Morphosis Sublimis Argan Oil** leave in 3-5 minutes and proceed with a final rinse.

Framesi Straightening System

11. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11 INTENSE**, **STOP FRIZZ** and **BY WIO STRAIT BALM** evenly through the hair.
12. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo**, **Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic** Demi-Permanent Haircolor or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment).

Re-Growth and Partial Sections

1. If the hair is very wavy or frizzy before starting the service, flat iron the midshaft with a few drops of **Framesi Straightening System Protective Serum** on dry hair.

*** *In the case of re-growth in Naturally Straight Silk treatment, avoid using the flat iron with **Framesi Straightening System Protective Serum**.* ***

2. Divide the head into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats, & top) and begin applying the cream from the base of each section, starting at the nape, staying at approximately ¼ inch from the scalp. Avoid touching the scalp.
3. If the condition allows it, pull the straightening cream through the midshaft and ends for the last 2-3 minutes of the processing time.
4. When the processing time is complete, rinse with warm water and shampoo with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.

5. Apply a few drops of **Framesi Straightening System Protective Serum** and dry the hair.
6. For the *Naturally Straight Treatment*, towel blot and proceed to the neutralizer for 10 minutes.
7. For a touchup on *Permanent Hot Straightening*, dry the hair after applying **Framesi Straightening System Protective Serum** and flat iron.
8. Apply the **Framesi Straightening System Strong Cream Neutralizer** and process 10 minutes.
9. Rinse thoroughly for at least 5 minutes and apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** along with a couple drops of **Morphosis Sublimis Argan Oil**, leave in 3-5 minutes and rinse.

AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic** Demi-Permanent Haircolor or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment).

Framesi Straightening System

Same-Day Relaxing and Color

Framesi Straightening System Strong is specially formulated to be compatible with all color services. For those clients needing a color refresher or wanting to enhance their natural color on the same day as the relaxer, framesi recommends **MIXCOLOR Crema**.

MIXCOLOR Crema is a unique tone-on-tone activator that transforms **Framcolor 2001** and **Framcolor FUTURA®** permanent haircolor into a brilliant, shiny tone-on-tone, deposit-only color. **MIXCOLOR Crema** contains five perfectly balanced, naturally derived plant proteins, combined with **Framcolor 2001** and **Framcolor FUTURA** vegetable coconut oil cream base allowing for superior shine and condition for superior tone-on-tone results. The low alkalinity of **MIXCOLOR Crema** is gentle enough for same day relaxer/color service.

MIXCOLOR Crema offers a complete color palette. Over 80 shades with **Framcolor 2001** allow for unlimited creativity.

MIXCOLOR Crema is a 1:4 mix ratio with **Framcolor 2001**:

20cc **Framcolor 2001** + 80cc **MIXCOLOR Crema**, but with same-day relaxing and coloring, the following formula is recommended.

20cc **Framcolor 2001**
40cc **MIXCOLOR Crema**
40cc of any framesi conditioner of your choice

Formulation Steps

- 1. Determine Natural Level.**
Choose same level of **Framcolor 2001** for optimum deposit or 1 level lighter than natural level for lighter results.
- 2. Determine Tonal Value.**
Choose base of **Framcolor 2001** depending on tonal value clients desire (i.e. gold, red, or brown tones).

Any of the **Framcolor 2001** found under gray coverage are recommended for formulating on gray hair (see page 12.) If warmth is desired in the final result, it must be added to the formula.

Example: Desired color is a golden level 6 brown with gray coverage.

6NP (10cc) + 6W (10cc) **Framcolor 2001**
MIXCOLOR Crema (40cc)
40cc of any framesi conditioner of your choice

Mix thoroughly. Apply formula from root to end. Process at room temperature for 15-20 minutes.

Application and Processing Times

When working with deposit-only colors, porosity becomes a factor. Strand test during processing! To help control the deposit on highly porous ends, spray **FRAMESI COLOR LOVER PRIMER 11** before pulling color through ends. framesi does not recommend the use of heat during processing.

► framesi's **Framcolor Eclectic** is also an excellent color service immediately following a chemical relaxer. The *Capsulate Complex* forms a protective and nourishing layer on the hair while coloring, leaving the hair with incredible shine and condition. (see page 42)

FRAMCOLOR2001

Framesi Smoothing System

framesi Smoothing System

The **Framesi Smoothing System** is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. The **Framesi Smoothing System** is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the **Framesi Smoothing System**.

Use **Framesi Smoothing System** for a treatment that uses the protective and reparative properties of **KERASEA COMPLEX**, an innovative pool of powerful ingredients that fights frizz, nourishes and conditions, and protects hair from humidity and other external agents with no formaldehyde added.*

PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING



- 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

Featuring reparative and sealing ingredients including:

NORI SEAWEED - repairs, restores strength and moisture, eliminates frizz.

HYDROLYZED KERATIN - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

CATIONIC POLYMER - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

AMLA OIL - Obtained from an Indian plant with multiple cosmetic properties, AmLa oil is a powerful conditioner for the hair and scalp. Rich in low molecular weight tannins, flavonoids, polyphenols, and vitamin E, AmLa oil gives hair shiny, silky softness, and eliminates frizz.

* Formaldehyde is not an ingredient in this product. Heat activation of other ingredients will result in the release of trace amounts of formaldehyde. For professional use only.

Framesi Smoothing System

Using Framesi Smoothing System on Caucasian/ Asian hair

Step 1 - Shampoo and spread product on wet hair

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.
- Spread 10/15 mL ($\frac{1}{3}$ - $\frac{1}{2}$ oz.) of the product on wet hair.
- Rinse well and repeat application if needed. Proceed to Step 2.

Step 2 - Massage and comb product into hair, rinse, and blow dry

- Spray hair with **Framesi Smoothing System UNTWIST** or **FRAMESI COLOR LOVER PRIMER 11 INTENSE** on towel blotted hair at the shampoo bowl.
- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.
- Rinse and towel-dry hair
- Blow dry hair up to 50% and proceed to Step 3.

Step 3 - Apply Smoothing System Fluid and process at room temperature. Blow dry and flat iron hair, then rinse

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)
- Starting from the nape, lightly apply **Framesi Smoothing System Fluid** with brush, applying directly to the root and not the scalp, while being sure not to oversaturate. Comb the hair carefully to spread the product evenly. Spread the correct product quantity based on hair type.

MEASURING CHART

Hair Length	Approximate Amount for Entire Head
Short (chin or above)	20 mL (2/3 oz.)
Medium (at shoulders)	30 mL (1 oz.)
Long (below shoulders)	45 mL (1.5 oz.)

Note: This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

- **DO NOT OVERSATURATE HAIR -** If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.
- Comb carefully to spread the product uniformly and help the active ingredients penetrate the hair.
- Process 20 minutes at room temperature.
- Without rinsing, proceed to drying and flat ironing the hair.
- Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.
- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings $\frac{1}{4}$ - $\frac{1}{2}$ " thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft.

See recommended guideline chart on the next page for flat iron temperature setting and number of passes.

Note: Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.

FRAMCOLOR2001

Framesi Smoothing System

Note: This is a guideline only. More or less passes can be made based on condition of hair. The Framesi Smoothing Treatment can be customized to fit your client's desires. For more curl reduction, part hair in thinner partings.

CAUCASIAN/ ASIAN HAIR NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/High Lift/ Bleached/Previously Relaxed Hair	Temperature
Frizz Reduction All Hair Types	½"	4-5 passes	380°F	3-4 passes	350°F
Type 2A-2C	¼ - ½"	8-10 passes	390-450°F	6-8 passes	350-375°F
Type 3A-3B	¼"	10-12 passes	450°F	8-10 passes	375-400°F

Note: Each pass should be slow and controlled, with Strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes - *do not shampoo*.

Proceed to Step 4 unless color needs to be refreshed.

- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.

Step 4 - Towel dry hair, and apply conditioner. Rinse well and style.

- Apply 15-20 mL (½ - 1 oz.) **Framesi Smoothing System Conditioner** or **FRAMESI COLOR LOVER SMOOTH SHINE CONDITIONER** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER STOP FRIZZ** and **BY WIO Strait Balm**.

Step 5 - Maintain results with Progressively Smooth Take Home Smoothing

After performing each **Framesi Smoothing System Professional Smoothing Treatment**, a client should receive a customized Maintenance and Styling Product Prescription. This prescription will help your clients achieve the longest lasting smoothing results possible. It is important for you to explain the benefits of using each product and to instruct your clients on how to use each product properly.

Framesi Smoothing System

Using Framesi Smoothing System on Latino/ African American hair

Step 1 - Shampoo and spread product on wet hair

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.
- Spread 10/15 mL ($\frac{1}{3}$ - $\frac{1}{2}$ oz.) of the product on wet hair.
- Rinse well and repeat application if needed. Proceed to Step 2

Step 2 - Massage and comb product into hair, rinse, and blow dry

- Spray hair with **Framesi Smoothing System UNTWIST** or **FRAMESI COLOR LOVER PRIMER II INTENSE** on towel blotted hair at the shampoo bowl.
- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.
- Rinse and towel-dry hair and proceed to Step 3.

Step 3 - Apply Smoothing System Fluid and process at room temperature. Blow dry and flat iron hair, then rinse

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)
- Starting from the nape, lightly apply **Framesi Smoothing System Fluid** with brush, applying directly to the root and not the scalp, while being sure not to oversaturate. Comb the hair carefully to spread the product evenly. Spread the correct product quantity based on hair type.

MEASURING CHART

Hair Length	Approximate Amount for Entire Head
Short (chin or above)	20 mL (2/3 oz.)
Medium (at shoulders)	30 mL (1 oz.)
Long (below shoulders)	45 mL (1.5 oz.)

Note: This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

- **DO NOT OVERSATURATE HAIR -** If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.
- Comb carefully to spread the product uniformly and help the active ingredients penetrate the hair.
- Process 30-50 minutes at room temperature, covering with a plastic cap.
- Without rinsing, proceed to drying and flat ironing the hair.
- Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.
- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings $\frac{1}{4}$ - $\frac{1}{2}$ " thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft.

See recommended guideline chart on the next page for flat iron temperature setting and number of passes.

Note: Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.

FRAMCOLOR2001

Framesi Smoothing System

Note: This is a guideline only. More or less passes can be made based on condition of hair. The Framesi Smoothing Treatment can be customized to fit your client's desires. For more curl reduction, part hair in thinner partings.

LATINO/ AFRICAN AMERICAN HAIR NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/High Lift Blondes/Bleached/ Previously Relaxed Hair	Temperature
Type 2A-2C	½"	8-10 passes	390-450°F	6-8 passes	350-375°F
Type 3A-3B	¼"	10-12 passes	450°F	8-10 passes	375-400°F
Type 3C-4C	¼"	12-15 passes	450°F	10-12 passes	375-400°F

Note: Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.

Note: Each pass should be slow and controlled, with strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes - do not shampoo.

Proceed to Step 4 unless color needs to be refreshed.

- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO.**

Step 4 - Towel dry hair, and apply conditioner. Rinse well and style.

- Apply 15-20 mL (½ - 1 oz.) **Framesi Smoothing System Conditioner** or **FRAMESI COLOR LOVER SMOOTH SHINE CONDITIONER** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER STOP FRIZZ** and **BY WIO Strait Balm.**

Step 5 - Maintain results with Progressively Smooth Take Home Smoothing

After performing each **Framesi Smoothing System Professional Smoothing Treatment**, a client should receive a customized Maintenance and Styling Product Prescription. This prescription will help your clients achieve the longest lasting smoothing results possible. It is important for you to explain the benefits of using each product and to instruct your clients on how to use each product properly.



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

FRAMCOLOR 2001

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60 ml e Net Wt. 2.0z

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