



Version 071118

QUESTIONS AND ANSWERS GUIDE

1. Do stylists and colorists want performance and speed?

Time is money. Now deposit high performing color faster. Traditional processing methods for dimensional color or lift-and-deposit color services take 20-80 minutes of processing time. When framesi STRIKE4 is paired with framesi FRAMCOLOR **BOLD** direct pigments, framesi oxidative pigments (including framesi FRAMCOLOR 2001 LIGHT&SHINE), or framesi DECOLOR B Lighteners, processing time for those same services is reduced to 20 seconds...now that's speed!! Color processed with STRIKE4 results in performance and longevity that is the same as or better than color processed with traditional methods.

2. Do salon color guests want to spend less time in the chair waiting for their color service to process?

Traditional processing time of 20-80 minutes is reduced to 20 seconds... with framesi STRIKE4, the wait time is eliminated.

3. What is framesi STRIKE4?

Framesi STRIKE4 are flat iron processing sheets that protect the hair and heat evenly for uniform coverage, yielding incredible results in only 20 seconds!

4. What are the 4 steps to use framesi STRIKE4?

- Step 1 – place desired section of hair in STRIKE4.
- Step 2 – apply desired color (i.e. FRAMCOLOR **BOLD** shade).
- Step 3 – fold & clip STRIKE4.
- Step 4 – flat iron at 340°F – 375°F, tap and slide with a light touch.

5. How long does a color applied with framesi STRIKE4 last?

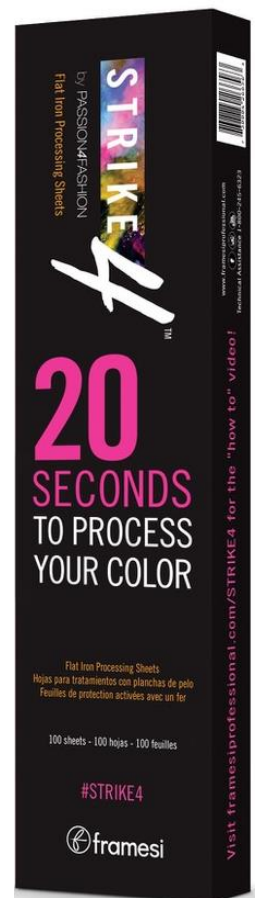
The performance and longevity are as good as or better than hair color processed in a traditional way. As with traditional processing, particularly damaged hair may cause the color to lose luminosity sooner than expected.

6. Does framesi STRIKE4 work on both weaving and slicing the hair similar to regular foils or is one technique preferred over the other?

Framesi STRIKE4 will work for all processes, similar to regular foils.

7. Why must a flat iron be used for this service?

The flat iron set to the proper temperature of 340° – 375° Fahrenheit (170° – 190° Celsius) reduces processing time to 20 seconds when using framesi STRIKE4 flat iron processing sheets, allowing heat to speed up processing for instant deposit.



8. What products can be used with STRIKE4?

Direct Pigment on Pre-lightened Hair

framesi FRAMCOLOR BOLD is recommended.*

Diagram illustrating the combination of STRIKE4 and FRAMCOLOR BOLD. On the left is a box of STRIKE4 with the text '20 SECONDS TO CHANGE YOUR COLOR'. In the middle is a tube of FRAMCOLOR BOLD with the text 'FRAMCOLOR BOLD' and 'HCDP TECHNOLOGY HIGH CONCENTRATION DIRECT PIGMENTS'. To the right of the tube is a large pink '20' followed by 'SECONDS TO PROCESS YOUR COLOR'.

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

Lift and Deposit Permanent Color on Natural or Tinted Hair

framesi FRAMCOLOR 2001 LIGHT&SHINE is recommended.*

Diagram illustrating the combination of STRIKE4 and FRAMCOLOR 2001 LIGHT&SHINE. On the left is a box of STRIKE4 with the text '20 SECONDS TO CHANGE YOUR COLOR'. In the middle is a tube of FRAMCOLOR 2001 LIGHT&SHINE. To the right is a large pink '20' followed by 'SECONDS TO PROCESS YOUR COLOR'.

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
STRIKE4 with FRAMCOLOR LIGHT&SHINE		20 SECONDS!	20 SECONDS!

*not intended for scalp application. For more information, see the FRAMCOLOR 2001 LIGHT&SHINE with STRIKE4 section on page 9.

Oxidative Pigments on Natural Hair

framesi FRAMCOLOR 2001, Glamour, Futura, Eclectic CARE, or Eclectic **are recommended.***

20 SECONDS TO PROCESS YOUR COLOR

ANY FRAMESI SHADE FROM ANY COLOR SERVICE

Save 40-80 minutes of processing time per any framesi shade from any color service!

framesi DECOLOR B Lighteners / Bleaches

Directions or use must be followed to ensure the integrity of the hair, no exceptions or substitutions. Do no use on compromised hair.



DIRECTIONS FOR USE			
Framesi LIGHTENER/ BLEACH	Framesi DECOLOR B CLAY LIGHTENER	Framesi DECOLOR B DIAMOND	Framesi DECOLOR B NO DUST
Developer Strength	20 volume or lower	20 volume or lower	20 volume or lower
Mix Ratio	1:1.5 (1 part Clay Lightener: 1.5 parts developer)	1:1.5 (1 part Diamond: 1.5 parts developer)	1:1.5 (1 part No Dust: 1.5 parts developer)
Flat Iron Temperature	340°F or 170°C	340°F or 170°C	340°F or 170°C
Number of Passes with the Flat Iron	5 No higher than 5	5 No higher than 5	5 No higher than 5

Contact framesi Technical Assistance 1-800-245-6323 with any questions or concerns.

9. Can framesi STRIKE4 flat iron processing sheets be used with other professional direct and oxidative pigments?

Yes absolutely, framesi historically provides new innovation and high performing products that allow stylists to improve productivity and profitability, all while providing a better experience for the client.

However, performance and longevity can only be guaranteed when using framesi STRIKE4 flat iron processing sheets with framesi color.

10. Can I use a curling iron instead of a flat iron with framesi STRIKE4?

No, a curling iron is not recommended for use with STRIKE4 since it cannot give even heat and color distribution. A flat iron has two hot plates that can apply heat evenly to both sides of STRIKE4 processing sheets without bending the hair or causing damage.

11. Can a dryer be used in place of the flat iron?

No, the dryer will not provide enough heat concentrated on one section to quickly process color in 20 seconds.

12. What is the required flat iron temperature for this service?

Optimal temperature for the flat iron is 340° – 375° Fahrenheit (170° – 190° Celsius) depending on the condition of the hair.

13. Is it damaging to use a flat iron?

No, because framesi STRIKE4 processing sheets effectively protect the hair from the heat when using a calibrated flat iron.

14. How do you fold framesi STRIKE4 flat iron processing sheets?

Open the left side of STRIKE4 (like a book) followed by opening the right side. Fold one of the right flaps to the center panel. Center and place the opened STRIKE4 processing sheet under the section of hair. Close the right side (like a book) followed by closing the left side and clipping the end of the STRIKE4 sheet.

See instructions inside the box or watch the 'how to' video at:

www.framesiprofessional.com/STRIKE4

15. How many passes with the flat iron?

Lightly tap multiple times for two (2) passes, from end-to-root, then root-to-end, avoiding scalp, to allow for even heat and color distribution. Continue by sliding the flat iron along the STRIKE4 processing sheet from end-to-root with a light touch for five (5) passes.

16. How much pressure must be used during the flat iron passes?

Tap and slide flat iron with a light touch. Use light pressure allowing the flat iron to make contact and glide across STRIKE4.

17. Is it necessary to fold the end of the STRIKE4 sheets to prevent product from leaking out?

It is important to close the final section of STRIKE4, fold the end, and closing the end with a clip is recommended.

18. Does hair colored using STRIKE4 need to cool before rinsing?

Yes, hair needs to feel cool to the touch, usually 2-3 minutes, before rinsing to ensure the end of color processing and maximize color longevity. Hair is safe to remain in STRIKE4 paper during cool down time without risk of damage or over-deposit.

19. What happens if I use a temperature setting higher than the recommended range of 340° – 375° Fahrenheit (170° – 190° Celsius)?

Using a flat iron setting higher than the recommended temperature may cause the color to liquify before the full five passes with the flat iron, which can make the color difficult to control. The STRIKE4 processing sheets may also become too hot to continue passes with flat iron. In addition, the higher temperature setting may affect hair condition.

20. What type of flat iron provides the best results?

A high quality flat iron with temperature settings in degrees (ceramic, tourmaline, titanium or platinum) that glides across the processing sheets without snagging will give the best results. Flat iron with a digital numeric display/read-out of temperature is preferred.

21. Can bleach be used with framesi STRIKE4?

Yes, but instructions on page 3 must be followed to ensure the integrity of the hair, no exceptions or substitutions. Do not use on compromised hair.

22. Are the sheets reusable?

No. The flat iron processing sheets are disposable, for one-time use only.

23. How many framesi STRIKE4 applications per box?

There are 100 disposable sheets per box, easily cut or tear to exceed 100 applications.

24. What happens if my flat iron doesn't have a calibrated temperature setting?

It is possible that the iron is calibrated at a higher temperature than the recommended 375° Fahrenheit. If you cannot locate the temperature calibration through the manufacturer, complete a quick, 20-second test strand to determine if the product will liquify before 5 passes are complete.

If the product does become liquid and thin, complete another test strand using a medium setting, if applicable. If the flat iron only has an on/off switch, complete a test strand using 3 or 4 passes instead of the recommended 5 passes.

Framesi cannot guarantee longevity and condition of hair when using uncalibrated flat irons with STRIKE4 processing sheets.

25. Can framesi STRIKE4 flat iron processing sheets be used to cover white/gray regrowth?

This service does not touch the regrowth as you cannot get close to the scalp with the flat iron.

26. Can foils be used for the same technique in place of framesi STRIKE4 flat iron processing sheets?

No. Foils conduct heat from the flat iron, which can risk burning and damaging the hair. STRIKE4 processing sheets effectively protect the hair from heat.

27. How much time is necessary for this service?

The traditional processing time of 20-80 minutes for a color service is reduced to 20 seconds with STRIKE4 processing sheets. For each section, from the moment of sectioning to the rinsing, only a few minutes are sufficient.

28. What happens if other paper or processing materials on the market not intended for this process are used with a flat iron?

Unlike foils and other processing materials, STRIKE4 flat iron processing sheets allow for evenness in the deposit of color from root to end, in addition to the strong thermal protection for the hair.

29. When working with different sections of color, must the flat iron be used immediately on each section?

No, it is recommended to complete the color application on desired sections of the entire head using STRIKE4, then return to flat iron each section.

30. Does the hair continue to process while it is in STRIKE4 even after you finish applying the heat (for instance while applying heat to other sections of hair) or does the color stop processing as soon as you finish applying the flat iron?

Once processing is complete with the flat iron, the color will stop processing even if it is not rinsed immediately. The STRIKE4 papers will not continue to heat the hair but will immediately cool down.

31. Is there a specific technique for the application of color when using framesi STRIKE4 flat iron processing sheets?

We recommend using a color brush or the framesi color sponge brush with vertical strokes to achieve a superior result.

32. What is the procedure after using framesi STRIKE4 flat iron processing sheets?

As with all technical services, we recommend proceeding with framesi color method products to complete the color service and extend the life of the color.

33. Can framesi STRIKE4 flat iron processing sheets be utilized while color is processing on the regrowth?

Yes, STRIKE4 can be utilized while color is processing, on dry hair, before or after the color service. STRIKE4 not intended for regrowth application.

34. Can I apply 2 or more colors on each section?

Yes, creativity does not have limits. Always refer to newton's disc of color theory for best combinations.

Note: the color wheel (see also, newton's disc) refers to the basic color theory...primary colors, secondary colors, colors that neutralize tones, etc.

35. What type of clips do you recommend using with framesi STRIKE4 flat iron processing sheets?

Any salon metal clips can be used (prong clips, duckbill clips).

36. What are the additional uses for framesi STRIKE4 processing sheets?

- ◇ Enhance color melts (artistic placement, maintain integrity of each direct pigment and no wash out by dominant pigment)
 - ◇ Add dimension and texture
 - ◇ Peekaboo/hot/accent piece
 - ◇ LIGHT&SHINE balayage
 - ◇ Color introduction (color highlights and color lowlights)
 - ◇ Add "shine lines" to the mid-shaft
 - ◇ Break up base color
 - ◇ Add signature/custom touch to all color services for colors that can't be achieved at home
 - ◇ Color correction with more control
 - ◇ Highlight introduction
- ...the uses are endless!**

37. Is there any difference in the longevity of the color if you process with additional passes of the flat iron?

No. Processing additional passes with the flat iron may result in a slightly different tonal result (more lift with framesi FRAMCOLOR 2001 LIGHT&SHINE) but there will be no difference in the longevity. Longevity after 5 passes or 10 passes will be at least equal to or even greater in some cases than the longevity experienced with traditional processing times.

38. I have a new guest, and I do not know his or her hair history, can I use framesi STRIKE4?

Yes! As with all color services, a quick, 20-second test strand is recommended to expose any hidden issues/previous bleach services that have been colored over, etc.

39. How thick of a section of hair do you recommend placing in each framesi STRIKE4 flat iron processing sheets?

Depending on the hair type and density, no more than 1/4" sections should be taken to ensure even color saturation.

40. Can you unfold the framesi STRIKE4 sheet entirely and use it on a larger section of hair?

If the paper is unfolded and used on a larger section of the hair, the hair and color are not as protected from the heat and the color will become liquidy before the 5 passes are complete.

41. Does the health of the hair affect the processing time or temperature of heat needed? Is this process safe to use on damaged hair?

As with all color services, if the hair is compromised, a test strand must be taken to ensure superior color results. The beauty of framesi STRIKE4 is that the test strand can be done in 20 seconds. The test strand will determine if the hair is able to take another color service, what flat iron temperature the hair needs, and how many passes are sufficient. *Proceed with caution if hair is compromised...*

42. Does the texture of the hair affect the impact and the even distribution of color when using STRIKE4?

No. Regardless of texture of hair, color distribution remains even. Depending on texture and density of hair, thinner sections can be taken to ensure complete color saturation.

43. What if I naturally have a heavy-hand and worry about the light touch?

A quick 20-second test strand in the back of the head will determine if a lower flat iron temperature setting should be considered. Depending on the condition of the hair and how heavy the touch is, even lowering to 340 degrees will be successful.

Consider using a lighter temperature setting.... You may even go lower to 340 degrees.

44. How can I remove framesi FRAMCOLOR BOLD or FRAMCOLOR 2001 LIGHT&SHINE from the hair after it has been processed with framesi STRIKE4?

To remove FRAMCOLOR **BOLD** or FRAMCOLOR 2001 LIGHT&SHINE colors from the hair, mix 1 scoop of Decolor B Diamond with 100cc (3 1/3 oz) developer or water based on the chart below:

<i>Color removal formula</i>	<i>Intensity of framesi FRAMCOLOR BOLD or FRAMCOLOR 2001 LIGHT&SHINE to be removed</i>
Decolor B Diamond + water	Highly faded or pastel color removal
Decolor B Diamond + 5 volume developer	Faded, softer medium vibrancy color removal
Decolor B Diamond + 20 volume	Vibrant, intense, deep color removal



FRAMCOLOR 2001
LIGHT &
SHINE

with



1. What is FRAMCOLOR 2001 LIGHT&SHINE?

FRAMCOLOR 2001 LIGHT&SHINE is a permanent color that lifts and deposits up to 3 levels on tinted and colored hair reliably. (note: tinted hair represents ~85% of salon guests). Perfect for guests who do not want to bleach hair. No pre-lightening/bleaching required. The processing time is reduced to 20 seconds with STRIKE4 with results comparable or better than standard 40-80 minute processing time!

2. How does FRAMCOLOR 2001 LIGHT&SHINE work?

FRAMCOLOR 2001 LIGHT&SHINE is a revolutionary two-in-one color that lifts color-treated and natural hair, giving it a new tone without the need to pre-lighten the hair. There are two tubes required for color application with LIGHT&SHINE: FRAMCOLOR 2001 LIGHT&SHINE color exalt and one of the seven FRAMCOLOR 2001 LIGHT&SHINE shades available. When these 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 STRIKE4!



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
STRIKE4 with FRAMCOLOR LIGHT&SHINE	20 SECONDS!		20 SECONDS!

3. Who is the ideal client for FRAMCOLOR 2001 LIGHT&SHINE?

FRAMCOLOR 2001 LIGHT&SHINE can be used on 100% of clients who have color treated or natural hair and want dimension and highlights without bleaching the hair. FRAMCOLOR 2001 LIGHT&SHINE has a unique compatibility with STRIKE4, providing up to 3 levels of lift and deposit, while processing in 20 seconds! This service allows stylists to be more flexible, creative and to customize their color services with highlights for the purpose of fulfilling the demands of a diverse clientele. All while saving time as you do not have to pre-lighten the hair.

With STRIKE4, processing those on-the-go clients has never been quicker and easier!

4. Does FRAMCOLOR 2001 LIGHT&SHINE contain bleach or any ingredients found in bleaching products?

No. The beauty of FRAMCOLOR 2001 LIGHT&SHINE is that it does not contain bleach, or any ingredients found in bleach products, resulting in the most brilliant, conditioned highlights and dimension on natural and color-treated hair.

5. What is the processing time with FRAMCOLOR 2001 LIGHT&SHINE?

FRAMCOLOR 2001 LIGHT&SHINE can be processed using traditional methods at room temperature for 30-35 minutes or under a preheated dryer for 20 minutes.

However, when using FRAMCOLOR 2001 LIGHT&SHINE with STRIKE4 processing time is reduced to 20 seconds without compromising performance or longevity!!

6. What are the FRAMCOLOR 2001 LIGHT&SHINE shades available?

framesi FRAMCOLOR 2001 LIGHT&SHINE color	Color	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

7. What are the application instructions for FRAMCOLOR 2001 LIGHT&SHINE?

DIRECTIONS

STEP 1

1 PART
LIGHT&SHINE
(desired shade)



MIX
TOGETHER
WELL

1 PART
LIGHT&SHINE
COLOR EXALT



Mix 1 part framesi FRAMCOLOR 2001 LIGHT&SHINE color 1/2 oz. (15cc) into mixing bowl with 1 part COLOR EXALT 1/2 oz. (15cc).

STEP 2



ADD 2 PARTS
40 Volume
DEVELOPER
1 oz. (30cc)



PROCESS FOR 20 SECONDS WITH STRIKE!
(or traditional processing for 30 - 35 minutes)

8. What volume developer is recommended with FRAMCOLOR 2001 LIGHT&SHINE?

40 volume developer is recommended for maximum lift.

9. Is FRAMCOLOR 2001 LIGHT&SHINE 100% vegan, cruelty free, gluten free and sulfate free?

Yes.

10. Will I always get 3 levels of lift when using FRAMCOLOR 2001 LIGHT&SHINE?

Depending on the amount and tonality of previous color on the hair, up to 3 levels of lift are achieved with FRAMCOLOR 2001 LIGHT&SHINE. If there is a build-up of previous color on the hair, especially of home color repeatedly pulled through the ends, or other colors that build up with repeated usage, less lift may be achieved.

To be sure, a 20-second strand test with STRIKE4 is recommended.

11. Can I use FRAMCOLOR 2001 LIGHT&SHINE or Lighteners / Bleaches for balayage techniques?

Yes. For traditional balayage techniques, utilize framesi DECOLOR B Lighteners / Bleaches following the instructions on page 3 of this framesi STRIKE4 Questions and Answers guide.

See below example utilizing FRAMCOLOR 2001 LIGHT&SHINE with framesi STRIKE4, you can process some of the hottest trends in 20 seconds!



This balayage technique was completed using framesi STRIKE4 Flat Iron Processing Sheets with FRAMCOLOR 2001 LIGHT&SHINE shade 6.56 with 40 volume developer