

# elite

framesi MILAN

SUMMER 2023



## Ignite your SUMMER

*Explore red hot summer trends  
with our new framcolor 2001  
Intense red and gold shades*

## Beat the HEAT

*Get inspired by our new glamour  
shades that will put your summer on ice.*

## let's get SOCIAL

*The top performing looks from  
framesi stylists! See if one of your  
creations was featured*

# Quarterly Newsletter

# Capturing the Summer Spirit: Innovations and Celebrations!



**DENNIS KATAWCZIK**  
President, Framesi NA

Summer has officially arrived! Kids are out of school, staying up later and sleeping in, families are headed off on much-needed vacations to unwind (although we know the opposite often happens!), and nature is in full

bloom, allowing us to get outside and connect with the tranquility of the season and experience a sense of peace and relaxation. Yes, summer is a season that has a reputation for a slowing down of the usual pace of everyday life.

But not at framesi.

Our flurry of activity that enveloped Winter and Spring has reached a boiling point heading into summer. For instance, new products continue to roll out in the wake of **FRAMESI COLOR LOVER DESIGN FIX & FLEX Hairspray**, **DECOLOR B PRO-FORCE** and the new **Framcolor Glamour Coral Blonde** and **Silver Violet** shades. Within the pages of this very newsletter you'll find inspiration from our new **FRAMCOLOR 2001 INTENSE Red and Gold Color Collection** and ways to ice those summer services with the new **Framcolor Glamour Frozen Blondes**.

Also in this edition, we're overjoyed to introduce you to Clean and Conscious tBeauty Product with **MORPHOSIS SCALP AND HAIR TREATMENT LINE**. Redesigned, reformulated and reimagined from the ground up... Literally! Still the symbol of science meeting nature, now **MORPHOSIS** gives hair the greatest functional and cosmetic results with reduced environmental impact. This includes locally-sourced ingredients, technology that preserves the bio-availability of key ingredients and recyclable packaging and communication materials from sustainable certified processes. Technologically advanced to provide the best results in terms of effectiveness and aesthetics, the Morphosis Scalp and Hair

Treatment lines are formulated with up to 98% natural ingredients, most from the Mediterranean regions. **MORPHOSIS** products are also vegan, and contain NO gluten, sodium laureth sulfate (SLES)/sodium lauryl sulfate (SLS) parabens or synthetic colors.

Summer is also a time of celebration! Graduations, Independence Day, Canada Day! Here at framesi we're lighting our biggest fireworks for the newly selected **ITALIAN STYLE TEAM** and **DESIGN GROUP MEMBERS** that will represent **TEAM USA** at the Framesi International Congress 2023 in Rhodes, Greece.

The depth of talent team members possess and the innovation and creativity in their proposals made whittling the dozens to a handful was an extremely difficult task. When the dust settled these are the world-class Creative Team Members selected to participate in **framesi International Congress 2023**:

Lanette Dwyer (@lanettedwyer)  
Xena Galietti (@xenathehairbender)  
Tina Brown (@tinabglam @tlorenstudio)  
Jeremy Abraham (@jeremytodhair)  
Anthony Jefferson (@champoo412 @markanthonyhairsalon)  
Sarah Scaccia (@scacciahair)

We've included their Instagram handles so you can make sure you're following them, especially as they share their experience in Greece as it happens! We're eagerly looking forward to October when these talented professionals are on a world stage exhibiting a new way of thinking about Italian Style Cutting during night one of Congress. We're anticipating with equal excitement the inspiration we'll devour served by other framesi creators from all over the globe. We hope you've made plans to join us in Greece!

We can't wait to share what we have in store in Fall and Winter. But, why get ahead of ourselves? For now, let's slow down, try to relax and enjoy all the reasons summer gives us to gather with family and friends in fellowship and revelry.

# table of contents

Red & Gold: The Fiery Hues Taking Over Summer 2023 4

New Frozen Blondes 6

In Case You Missed It - Curl Define 8

Product Spotlight - Curl Pudding 9

New Product DESIGN Fix and Flex 10

Education Trends 14

Lets Get Social 16

Promotions 18



[framesiprofessional.com/elite](https://framesiprofessional.com/elite)

# 4 NEW INTENSE SHADES THAT PROCESS IN HALF THE TIME!

FRAMCOLOR  
**2001**  
INTENSE  
PERMANENT HAIRCOLOR



## Red and Gold The Fiery Hues Taking Over Summer 2023!

As the temperatures rise, so does the daring level of our hair choices. The summer season is all about *vibrancy, warmth, and a lust for life* - and our hair color should reflect just that. Enter the alluring world of red and gold, colors that not only capture the essence of the season, but also add a flamboyant touch to your summer style.



FOUR NEW  
SHADES  
AVAILABLE

5.054 Dark Red Natural

6.054 Red Natural

7.054 Medium Red Natural

10.33 Intense Gold

## THE NEW RED AND GOLD COLOR COLLECTION

- NON-PROGRESSIVE PERMANENT HAIRCOLOR THAT PROCESSES IN HALF THE TIME!
- PROCESSES TRUE TO LEVEL
- UP TO 4 LEVELS OF LIFT
- CAN PULL THROUGH ENDS
- 100% GRAY COVERAGE
- VEGAN AND GLUTEN FREE



**1:2** | **LOW**  
mix ratio | **COST!**



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

# GET THE LOOK!



Every season brings with it an exciting opportunity to reinvent your look. This summer, it's time to ignite your style with these hot hair color trends of 2023!

## *Summer Gold*

The model's natural level is level 7.

1. Base formula: FRAMCOLOR 2001 **INTENSE** 7.036 (30cc/g/1 oz.) + FRAMESI PROFESSIONAL ACTIVATOR 20 volume (60cc/ml/2 oz.).
2. Highlight or Balayage the midshaft and ends to a level 9.
3. Tone with FRAMCOLOR 2001 **INTENSE** 9.036 (20cc/g/  $\frac{2}{3}$  oz.) + FRAMCOLOR 2001 **INTENSE** 10.33 (10cc/g/  $\frac{1}{3}$  oz.) + FRAMESI PROFESSIONAL ACTIVATOR 10 volume (60cc/ml/2 oz.).

Red, reminiscent of tropical sunsets and luscious strawberries, is a color that stands out in the crowd. It is audacious, fiery, and passionate.

## *Tropical Sunsets & Strawberries*

The model's natural level is level 7.

1. Base formula: FRAMCOLOR 2001 **INTENSE** 7.054 (30cc/g/1oz.) + FRAMESI PROFESSIONAL ACTIVATOR 20 volume (60cc/ml/2oz.).
2. Trace a line from the vertex to the tip of the ears.
3. In the back section, create dimension with FRAMCOLOR 2001 **INTENSE** 7.054 (15cc/g/  $\frac{1}{2}$  oz.) + 6.055 (15cc/g/  $\frac{1}{2}$  oz.) + FRAMESI PROFESSIONAL ACTIVATOR 20 volume (60cc/ml/2oz.) using foils.
4. Take back diagonal subsections, and cover the pieces close to the hairline with more product, then shade the product in a V shape as you approach the parting line at the vertex.
5. In the front section, create some face framing dimension with FRAMCOLOR 2001 **INTENSE** 7.054 (15cc/g/  $\frac{1}{2}$  oz.) + 6.055 (15cc/g/  $\frac{1}{2}$  oz.) + FRAMESI PROFESSIONAL ACTIVATOR 20 volume (60cc/ml/2oz.).
6. Apply the product 10 cm (4 in) away from the roots of the pieces at the vertex. As you approach the front hairline, apply the product closer and closer to the roots. Use aluminum foils to lift the front sections.



# Framcolor Glamour

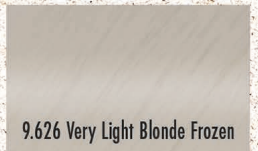
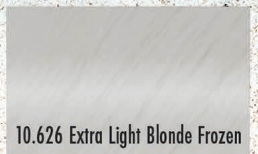
PROTECTIVE COVERAGE TECHNOLOGY

## THE NEW FROZEN BLONDE

- **AFFORDABLE LUXURY** - Superior quality, two applications per 100ml/3.4oz. tube!
- **EASY** - Same formula root to ends with 100% gray coverage.
- **INNOVATIVE** - Pure tone, true to swatch results that do not brown out.



# 3 NEW SHADES



Create trendy frozen blondes when used as toners on pre-lightened hair.  
Intermixable with all Framcolor Glamour shades for customized colors with 100% gray coverage.

For professional use only. Review and adhere to all warnings on the product packaging before use.

Can cause an allergic reaction; patch test before use. Strand test before use.

# Beat the Heat

Get inspired by our new Glamour shades that will put your summer on ice.

Heatwave or not, we're here to keep you cool this summer with our latest launch. We're incredibly excited to announce the arrival of not one, not two, but three refreshing new shades in our Framcolor Glamour line - the Frozen Blondes.

Embrace the chill of Frozen Blondes and cool down your summer with this frosty fresh look.

1. Pre-lighten entire head to level 9.
2. Base formula: Framcolor Glamour 7.26 + FRAMESI PROFESSIONAL ACTIVATOR 10 vol. (1:1 ratio).
3. Ends Formula: Alternate in horizontal sections the following Framcolor Glamour formulas mixed 1:1 with FRAMESI PROFESSIONAL ACTIVATOR 10 volume: a) 10.626 b) 8.626



## TRENDY FORMULAS FOR MIXING FRAMCOLOR GLAMOUR FROZEN BLONDE WITH OTHER FRAMCOLOR GLAMOUR SHADES

<p>MOON ROCK SILVER</p>  <p>•9.626 +•9.12</p>	<p>MINK PURPLE</p>  <p>•10.626 + •1" 6.66</p>	<p>FROZEN EARTH BLONDE</p>  <p>•8.626 + •8.33</p>	<p>COOL HIBISCUS</p>  <p>•10.626 + •9.53</p>	<p>FROZEN VIOLET STORM</p>  <p>•8.626 + •7.64</p>	<p>INFRARED</p>  <p>•8.626 + •7.56</p>
<p>FROZEN GOLD</p>  <p>•10 + •9.626 + •1" 9.33</p>	<p>ICE QUEEN</p>  <p>•10.626 + •12</p>	<p>FROZEN BLUE</p>  <p>•12 + •10.626 + •1" 6.22</p>	<p>CORAL GOLD</p>  <p>•10.626 + •9.53 + •1" 9.33</p>	<p>MOON SURFACE ASH</p>  <p>•8.626 + •7.12</p>	<p><b>FORMULA KEY EQUAL PARTS</b></p> <ul style="list-style-type: none"> <li>● FRAMCOLOR GLAMOUR FROZEN BLONDE SHADE</li> <li>● EXISTING FRAMCOLOR GLAMOUR SHADE</li> </ul>

in case you missed it

## We're thrilled to share that **FRAMESI COLOR LOVER CURL DEFINE SHAMPOO** was featured in *US Weekly*!

Check out what the US Weekly staff loved about our moisturizing and curl defining shampoo including how its special blend of natural ingredients combats dull, dry and frizzy hair for soft, radiant curls AND 95% longer lasting color. Pair with **FRAMESI COLOR LOVER CURL DEFINE CONDITIONER** to define, detangle and delight your curls in a way that will get everyone talking!

# US WEEKLY



“**FRAMESI COLOR LOVER CURL DEFINE SHAMPOO** is one of the best shampoos for permed hair and color-treated hair. Both of these treatments can cause a lot of drying, so you need a sulfate-free solution that protects hair color while maintaining curls and hair's natural oils.”





Define and separate curls. Eliminate frizz. Gain silky texture and smoothness, lose stiffness. Excellent for twist outs. With a unique compound rich in QUINOA, our curl defining cream keeps your color 95% longer.

## FRAMESI COLOR LOVER CURL PUDDING



Curl Pudding is one of my favorite curl products on the market. I love how well it defines my curls and keeps the frizz away all day long. It leaves my hair soft and touchable with no crunchy feel. The best part is the next day I can just spritz with water and reactivate the same hold from the day before. ~Tina Brown framesi USA



## STYLING cocktails



FRAMESI  
COLOR LOVER  
SHAMPOO  
and  
CONDITIONER



FRAMESI  
COLOR LOVER  
BOUNCE



FRAMESI  
COLOR LOVER  
CURL PUDDING



FRAMESI  
COLOR LOVER  
STOP FRIZZ

1. Apply **FRAMESI COLOR LOVER CURL DEFINE SHAMPOO** to wet hair. Massage into a luxurious lather. Rinse thoroughly and repeat if necessary.
2. Follow with **FRAMESI COLOR LOVER CURL DEFINE CONDITIONER**. Comb the conditioner through with a Wide Tooth Comb for even distribution. Leave in 2-3 minutes, then rinse thoroughly.
3. Shake well and mist **FRAMESI COLOR LOVER BOUNCE** Curl Rejuvenating Spray from root to end.
4. Distribute **FRAMESI COLOR LOVER CURL PUDDING + FRAMESI COLOR LOVER STOP FRIZZ** and scrunch, define, and separate curls.
5. Diffuse or air dry.

before



after



# NEW FRAMESI COLOR<sup>®</sup> LOVER

DESIGN FIX & FLEX  
WORKABLE, BRUSHABLE,  
STRONG HAIRSPRAY

>95% LONGER LASTING COLOR

Hold without limits!  
Touch it, toss it, even brush it.  
No flakes, no frizz, no fly-aways.



**\$9.07**

\$12.95 regular value

**30%**  
**SAVINGS**  
Limited Time Offer

Design Fix and Flex is a fast drying,  
ultra fine, strong, and workable hairspray  
for color treated hair.



- VEGAN
- GLUTEN FREE
- PARABEN FREE
- SULFATE/DEA FREE
- SODIUM CHLORIDE FREE
- MONEY \$\$\$ SAVING
- ECO FRIENDLY

# Introducing the ultimate hairspray for color-treated hair!

Will not build-up, dull or mask haircolor, but allows it to shine through!

Our FRAMESI COLOR LOVER DESIGN FIX & FLEX SPRAY provides a flexible yet long-lasting hold that keeps your hair in place without feeling stiff or crunchy.

# FRAMESI COLOR<sup>®</sup> LOVER

## KEY FEATURES

- Retains color >95% longer.
- Re-shapeable styling and finishing spray
- Long-lasting hold
- EPA Compliant\* \*Environmental Protection Agency (50% VOC)
- Humidity-resistant barrier
- Thermal and UV protectants

Formulated with powerful ingredients like:



Quinoa Compound



Lycium Chinese Fruit Extract



Prickly Pear Fruit Extract



Olive Fruit Extract

Lycium Chinese, Prickly Pear, and Olive Fruit extracts provide antioxidants to protect hair from damage while providing moisture and shine for long-lasting vibrant color.

\*Based on lab testing



# did you know?

*Did you know ...*

your unused points  
**ALWAYS** rollover and  
**NEVER** expire?\*

## all in this together

you have always been here for us,  
and we are here because of you.

## NEW! 10 PACK FRAMESI RETAIL BAGS

send your guests home in style with  
NEW framesi retail bags!

*Did you know ...*

your purchases from  
authorized framesi  
distributors (stores, sales  
consultants, etc.) and  
direct framesi purchases  
are combined to total  
your quarterly purchases,  
which determine your  
**elite** points?



*Did you know ...*

The elite Support Line  
(1.800.214.0618) is available  
**EXCLUSIVELY** for your  
product and application  
questions?

## elite questions?

email us at [elite@framesi-na.com](mailto:elite@framesi-na.com)  
or call 1.800.321.9648, option 6

\* framesi NA reserves the right to modify or discontinue this program anytime.

**EXAMPLE**

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

**TOTAL POINTS AVAILABLE: 1634**





































elite Level: **Diamond**

Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

Take a look at the top left corner of your elite order form to check your current elite level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

**1 framesi elite point = \$1**

	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS <sup>‡</sup>	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>‡points not redeemable for cash</small>					
SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	

framesiprofessional.com • Exclusive elite Support Line - talk to a live, certified framesi stylist • 1.800.214.0618

# THREE WAYS TO REDEEM POINTS!

## 1. Email

Email clear and readable pictures or scans of your order form to:

elite@framesi-na.com

## 2. Fax

Fax your order form to:

412.264.5696

## 3. Mail

Mail **WHITE COPY** only of your order form to:

Framesi NA  
Attn: elite  
17 Avenue A  
Leetsdale, PA 15056



Based on framesi Italy's annual collection, the IS Hair Trend Collection Book identifies the latest trends in hair cutting, coloring, make up and fashion. The IS Hair Trend Step by Step shows you how to recreate the other looks in the Collection!

Our Color Collections Classes are available to be held in your salon, offering you and your staff a chance to learn the latest haircut and color trends as well as do a cut and color technique led by a member of the Design Group or Italian Style Team, the top members of our education team.



Our Latest Trends Events are ticketed events held across the country. Designed for new users and current users alike! Gather with fellow stylists from your area for a chance to learn the latest trends and do a cut and color technique led by a member of our elite education teams, the Design Group or Italian Style Team.

As an Elite salon, you can use points to get Collection Classes in your salon. If you are in the top three tiers: Sapphire, Diamond and Blue Diamond, you can get these classes for **FREE!**



# TREND EVENTS



If you're interested in a Trend Event or Collection Class, please feel free to call the education department at 800-321-9648 x9 or email [framesiedu@framesi-na.com](mailto:framesiedu@framesi-na.com).  
Or you can visit our website at [www.framesiprofessional.com](http://www.framesiprofessional.com).

## THE TRENDS EVENT TOUR

2/27/2023	San Antonio TX	SOLD OUT	4/23/2023	Moorhead MN	SOLD OUT
2/27/2023	Port Orchard WA	SOLD OUT	4/24/2023	Corpus Christi TX	SOLD OUT
3/20/2023	San Antonio TX	SOLD OUT	4/24/2023	Fargo ND	SOLD OUT
3/20/2023	St Cloud, MN	SOLD OUT	5/15/2023	Jensen Beach FL	SOLD OUT
4/3/2023	Bryan TX	SOLD OUT	5/21/2023	Sarasota FL	SOLD OUT
4/3/2023	Mason City IA	SOLD OUT	5/22/2023	Columbia SC	SOLD OUT
4/17/2023	Raleigh NC	SOLD OUT	5/22/2023	Clermont FL	SOLD OUT
4/17/2023	Houston TX	SOLD OUT	5/22/2023	Clearwater FL	SOLD OUT
4/17/2023	Fort Dodge IA	SOLD OUT	5/22/2023	Houston TX	SOLD OUT
4/17/2023	Delano MN	SOLD OUT	5/22/2023	Sonora CA	SOLD OUT
4/17/2023	Delano MN	SOLD OUT	6/11/2023	Palm Beach Gardens FL	SOLD OUT

## UPCOMING DATES

7/31/2023	Herrin IL	TICKETS AVAILABLE!	9/25/2023	Mashpee MA	TICKETS AVAILABLE!
8/7/2023	Houston TX	SOLD OUT	10/2/2023	Danvers MA	TICKETS AVAILABLE!
8/14/2023	Sugarland TX	SOLD OUT	10/9/2023	Marrero LA	TICKETS AVAILABLE!
8/21/2023	St. Augustine FL	TICKETS AVAILABLE!	10/16/2023	San Antonio TX	SOLD OUT
8/21/2023	McKinney TX	SOLD OUT	10/17/2023	Vernon CT	TICKETS AVAILABLE!
8/28/2023	Ft. Lauderdale FL	TICKETS AVAILABLE!	10/23/2023	East Greenwich RI	TICKETS AVAILABLE!
9/11/2023	San Antonio TX	SOLD OUT	10/23/2023	Waco TX	SOLD OUT
9/18/2023	Greenville TX	SOLD OUT	10/23/2023	Balayage Trends Leetsdale PA	TICKETS AVAILABLE!
			10/30/2023	Balayage Trends Mechanicsburg PA	TICKETS AVAILABLE!

# let's get social!



our most-liked posts from 2023



@thebalayageninja @hair\_blush



@created.bykira



@foiledbycarlee



facebook.com/FramesiUSA



framesiusa

#framesiusa #framesi #framesielite #framesifam  
#framesiquality #framesifast #framcolor



@hairbyvinny



@salonupgh

## connect with framesi on social media!

### CONNECT

with framesi, fellow stylists, and salon guests!

### SHARE

photos of your creations for a chance to be reposted!

### INSPIRE

others and gain inspiration for your next style!

## improve your chances!

sharing your looks, but not getting noticed?

### our checklist



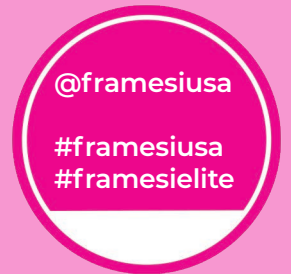
GOOD LIGHTING



ALL OF HAIR SHOWN



LIST YOUR FORMULA



TAG US!



# FRAMESI COLOR<sup>®</sup> LOVER

LITERS -

**SAVE  
30%**



**VOLUME BOOST**  
1000mL/33.8fl.oz.  
**\$14.67 each**  
reg. salon value: \$20.95

**MOISTURE RICH**  
1000mL/33.8fl.oz.  
**\$14.67 each**  
reg. salon value: \$20.95

**DYNAMIC BLONDE**  
1000mL/33.8fl.oz.  
**\$16.07 each**  
reg. salon value: \$22.95

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, Dea & Sodium Chloride

**July Only**

**FRAMESI COLOR LOVER**



*Strong Category*  
**30% Savings**

- **Hair Repair Foam**  
\$9.77 regular salon price \$13.95
- **Progressively Strong**  
\$9.77 regular salon price \$13.95
- **Diamond Strong Shampoo**  
\$9.77 regular salon price \$13.95
- **Diamond Strong Conditioner**  
\$9.77 regular salon price \$13.95

Vegan, Free From Sulfates, Parabens, Gluten, Dea & Sodium Chloride



200 mL/6.8 fl oz 177 mL/6 fl oz 500 mL/16.9 fl oz 500 mL/16.9 fl oz

**July Only**

**DECOLOR B** **NEW** PRO-FORCE Bonder/Sealer  
**30% Savings**

**Decolor B**  
PRO FORCE Bonder 101  
400mL/13.5oz  
**\$41.99 each**  
reg. salon value: \$59.99

**Decolor B**  
PRO FORCE Sealer 102  
1000 mL/33.8 fl oz  
**\$24.49 each**  
reg. salon value: \$34.99



**DECOLOR B** INFINITY+  
**BUY 1, GET 1 50% OFF**

**DeColor B INFINITY+**

500 g / NW 18 oz

**\$21.71 each** reg. salon value: \$28.95



**August Only**

**Eclectic**  
Ammonia Free Demipermanent

2 applications per tube, Low cost 1:2 mix ratio

**\$5.96 each** reg. salon value: \$7.95

**Eclectic CARE**  
Ammonia Free Permanent

*Tubes, Buy 3, Get 1 Free*



60mL/2 oz

**July/August**

**FRAMCOLOR 2001 INTENSE**  
PERMANENT HAIRCOLOR

*Tubes, Buy 3, Get 1 Free*

ALL FRAMCOLOR 2001 INTENSE TUBES  
60mL/2oz.

**\$6.71 each**  
reg. salon value: \$8.95

**PROCESSES IN HALF THE TIME!**  
NON-PROGRESSIVE FORMULA



**July/August**

**Framcolor Glamour**  
PROTECTIVE COVERAGE TECHNOLOGY

*Tubes, Buy 3, Get 1 Free*

ALL FRAMCOLOR GLAMOUR TUBES  
60 mL/100 mL

**\$5.21 each**  
reg. salon value: \$6.95

**NEW 100mL TUBE**



**August Only**

**FRAMESI COLOR LOVER** Dynamic Blonde Shampoo  
500 mL/16.9 fl oz

**30% Savings**

**\$8.37 each** reg. salon value: \$11.95

Vegan, Free From Sulfates, Parabens, Gluten, Dea & Sodium Chloride



**August Only**

**NEW pH+ ACIDIC FORMULA FRAMCOLOR PURE PIGMENT PLUS**

**BUY 3 GET 1 FREE!**



**RESTRUCTURE & COLOR DAMAGED HAIR**  
NO DEVELOPER REQUIRED! IN ONE STEP!

**\$4.34**  
regular salon price \$5.79  
**25% savings**



# you've got questions.

FRAMESI HAS RESOURCES FOR STYLISTS

## TESTIMONIAL VIDEOS

[framesiprofessional.com/  
videos/](https://framesiprofessional.com/videos/)

see firsthand why  
stylists love framesi  
& get helpful tips and  
inspiration from our top  
stylists

## RESOURCE CENTER

[framesiprofessional.com/  
resource-center/](https://framesiprofessional.com/resource-center/)

get access to key  
framesi technical  
information for quick,  
easy application  
instructions and  
professional direction

## EDUCATION PAGE

[framesiprofessional.com/  
classes/](https://framesiprofessional.com/classes/)

available for all  
framesi color lines  
& higher education  
classes, find the  
perfect education  
option for you  
and your salon!



framesiusa



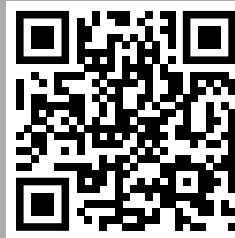
[facebook.com/FramesiUSA](https://facebook.com/FramesiUSA)



[youtube.com/FramesiNorthAmerica](https://youtube.com/FramesiNorthAmerica)



[framesiprofessional.com](https://framesiprofessional.com)



SCAN USING YOUR  
PHONE CAMERA!

© 2023 framesi North America  
17 Avenue A  
Leetsdale, PA 15056  
exclusive elite support line  
1.800.214.0618