

elite

framesi MILAN

WINTER 2024

YOUR GUIDE TO PRESCRIBE

*Offer clients solutions using a
prescribed, targeted approach.*

ULTIMATE CARE

*Inside is an excerpt from our revenue
boosting salon treatment guide!*

LET'S GET SOCIAL

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

QUARTERLY NEWSLETTER

THE YEAR AHEAD

LOOKING BACK AND MOVING FORWARD



DENNIS KATAWCZIK
President, Framesi NA

Happy 2024!

Even though the year isn't "new" anymore, I hope it's still been a great one for you. **The beginning of a new year**, in almost everyone, invites a desire to

look back at **everything you accomplished** the previous year and **look ahead to the potential** of 365 blank slates (366 this year!). One might think looking back would be at odds with a company like framesi, where **we're always seeking to innovate and move technology and the beauty industry forward**. But, there are elements to framesi that have been **company pillars since our founding in 1945 that we'll never leave behind**.

Anytime we look back, our **dedication and loyalty to the professional hairdresser** unfolds before us. If we ever have a question about how to move forward, we only have to consider which way puts the **"Stylist First,"** and we can't go wrong. Mixed in equal part into our DNA is our label: **Made in Italy**. Rooted in a tradition of **craftsmanship and meticulous attention to detail**, the label "Made in Italy" aspires us to artistry and design **excellence, sustainability, effectiveness, and authenticity**. We'll also never waver in our commitment to **quality and integrity in product development**.

Development itself is a forward leaning word. How will framesi develop in 2024, product-wise and company-wise? First, we'll continue to **listen to the requests of the hairstyling community** and offer those products you demand. Looking back, last year we did this with several **new Framcolor shades** that allowed you to deliver the **best versions of hot trends** like Cowboy Copper. We introduced our workable, brushable **COLOR LOVER DESIGN FIX & FLEX HAIR SPRAY**, the first luxury, color-safe and environmentally friendly

hair spray. We re-introduced you to **DECOLOR B PRO-FORCE** with its **Hyaluronic Acid** and **biodegradable chelator**, which **removes metal** and other minerals from the hair.

Looking forward, this year we're preparing **even more new shades**. We'll take **more leaps forward in clean and conscious beauty**. We'll continue to bring you **quick and easy-to-use products that boost your bottom line**.

What are goals for the new year, though, without some accountability? So we're extending a joint challenge to you: **Let's learn in 2024**. We're going to recommit ourselves to offering the **best and most up-to-date stylist education**: unparalleled instruction in the basics of hair coloring and Italian Style cutting that are both **timeless** and always applicable to the **"next big thing."** To that end, we're excited to unveil the **2024 IS The Hair Trend Collection** direct from Italy later this year. We're going to continue to give you the **resources you need to succeed** like the free **MORPHOSIS salon service guide** featured in this issue.

What does the year hold for you? Maybe you want to **learn a new technique...** or invent one. Maybe you want to **work with a new FRAMCOLOR line**, maybe you want your salon to be a part of the **MORPHOSIS clean and conscious beauty revolution**. Maybe you want to **increase your business or social media presence**. Maybe this is the year you **attend framesi International Congress** (we hope so!).

However you choose to grow in 2024, thanks for making framesi a part of it. We're here to support you any way we can.

dennis



table of contents

Your Guide to Prescribe	4-5
Ultimate Care & ColorLock Brilliance Shield	6-7
The people have spoken	8
Barber Gen Winter Tips	9
An Event to Remember	10-11
Good Hair Day	12
Seasonal Stylings	13
Let's Get Social	16-17
Promotions	18-19



framesiprofessional.com/elite

exclusive elite support line 1.800.214.0618

MORPHOSIS

HAIR TREATMENT LINE



Scan here for the full MORPHOSIS Scalp and Hair Treatment Chart

YOUR GUIDE TO PRESCRIBE

MORPHOSIS SCALP AND HAIR TREATMENT LINE has been divided into 11 specialized categories, focused on specific scalp and hair characteristics which allows Stylists to offer clients solutions using a prescribed, targeted approach. With all of these products it can seem overwhelming, but it's actually really easy to grasp the individualized power MORPHOSIS offers.

REFER TO THE CHART PROVIDED TO ASCERTAIN YOUR UNIQUE SCALP AND HAIR NEEDS AND THEN SELECT THE MOST APPROPRIATE MORPHOSIS

HAIR	SCALP			
	NORMAL	FINE/THINNING SENSITIVE	FINE/THINNING OILY	SENSITIVE IRRITATED
DRY DULL, CUTICLE DAMAGE	[Product icons]	[Product icons]	[Product icons]	[Product icons]
EXTREME DAMAGE HAIR BREAKAGE	[Product icons]	[Product icons]	[Product icons]	[Product icons]
FINE, THINNING	[Product icons]	[Product icons]	[Product icons]	[Product icons]
THICK FRIZZY, LIFELESS	[Product icons]	[Product icons]	[Product icons]	[Product icons]
DEHYDRATED AND VERY DRY	[Product icons]	[Product icons]	[Product icons]	[Product icons]
NORMAL COLOR TREATED	[Product icons]	[Product icons]	[Product icons]	[Product icons]
EXTENSIONS	[Product icons]	[Product icons]	[Product icons]	[Product icons]

Leave In Treatments

- HAIR OIL
- REPAIRING SPRAY
- POST-TREAT
- RESTORE LEAVE-IN
- REVEAL
- REPAIRS AT-BAY
- HAIR OIL
- HAIR OIL

MORPHOSIS HAIR TREATMENT LINE
framesi

Morphosis Scalp and Hair Treatment lines are formulated with up to 98% natural ingredients.

- Vegan
- Gluten FREE
- SLES & SLS FREE
- Paraben FREE
- Synthetic color FREE

PACKAGING: as much POST CONSUMER RECYCLED PLASTIC (PCR) as possible
CERTIFIED FSC PAPER (from sustainably-managed, deforestation-free forests)

We've done all the work so your guests can trust that you've "prescribed" them a ritual customized to their specific needs. Simply refer to this diagnostic chart, picking the column and row that applies to the unique scalp and hair needs you're trying to treat, meeting in the square that will contain the most appropriate MORPHOSIS treatment. The chart contains in-salon treatments, as well as which products clients should take home to continue treatments between salon visits.

CHART A COURSE FOR CLEANICAL SUCCESS

FOR EXAMPLE: Your guest walks in and their hair is visibly dehydrated from the dry winter weather. They also complain about a dry, itchy scalp and dandruff.



TREATMENT FOR YOUR PERSONAL USE AND FOR YOUR CLIENT.

	OILY	DRY/ITCHY
DEHYDRATED	[Product images]	[Product images]
VERY DRY	[Product images]	[Product images]
VERY OILY	[Product images]	[Product images]
VERY ITCHY	[Product images]	[Product images]

6323
ity.com
nbeauty
©



Consulting your **MORPHOSIS** diagnostic chart, you would follow the last column (DRY/ITCHY Scalp) to the 4th row (DEHYDRATED AND VERY DRY Hair).

Your tailored regimen includes **MORPHOSIS SCALP** Exfoliate, as well as products from the **SUBLIMIS OIL** and **PURIFYING** lines that will lead the customer down the path to scalp relief and shiny, silky hair.

Rx MORPHOSIS HAIR TREATMENT LINE

PATIENT NAME: _____

PATIENT DIAGNOSIS: _____

TREATMENT: _____

MORPHOSIS

HAIR TREATMENT LINE



**5 MINUTE
REVITALIZING
TREATMENT**



ULTIMATE CARE
CONCENTRATED
THREE-STEP
IN-SALON TREATMENT
that deeply hydrates, fills pores, closes cuticles, and smooths the surface of the hair. Its formula is enhanced with Fermented Peony and Hyalorice Extract disciplines and hydrates the hair fiber by carrying out a deep anti-frizz action. **THE ULTIMATE CARE IN-SALON system** consists of the following 3 products: **SHAMPOO, MAXIMIZER, and TREATMENT.**

*"Everyone wants healthy and shiny hair but they don't always want to pay for it when it is an add on service. I have taken that question and decision out of my client consultation. Included in the price of all my color services is an Ultimate Care treatment at the back bar. It is quick, easy, and seals the color with great shine. This sets my color services above the rest!" ~ Lisa Arnold
Framesi Educator*

Can be used the same day as Color Service!

Introducing a **FREE** resource from framesi that's your key to unlocking salon services that can **boost your revenue by up to \$300 per service!**

The comprehensive **MORPHOSIS Salon Treatment Guide** offers step-by-step in-demand, clean and conscious scalp and hair treatments. Discover when to offer these treatments and get pricing suggestions that align with market demands.





ColorLock Brilliance Shield

Enhance & Protect



Ideal Client:

Our Color Lock Brilliance Shield Treatment is the perfect post-color service to seal in your salon color, ensuring its longevity and shielding it from external damage. Experience stronger, voluminous hair with a smooth, reflective shine. Excellent for hair that is thick, frizzy, or lifeless.

Results:

Each treatment is meticulously crafted to restore hair's health and vibrancy while prolonging the brilliance of color.

Products:

Framesi Color Method Shampoo Go, MORPHOSIS ULTIMATE CARE Maximizer 2, MORPHOSIS ULTIMATE CARE Treatment 3.

Instructions:

Step 1 - Framesi Color Method Shampoo Go:

Rinse color thoroughly and add 3-4 pumps in hands. Apply to restore pH balance and clarify hair from the color service.

Step 2 - MORPHOSIS ULTIMATE CARE Maximizer 2:

Add 4-5 pumps in hands and comb through hair using the MORPHOSIS wide tooth comb. Allow the client to process at the shampoo station without heat for 5 minutes.

Step 3 - MORPHOSIS ULTIMATE CARE Treatment 3:

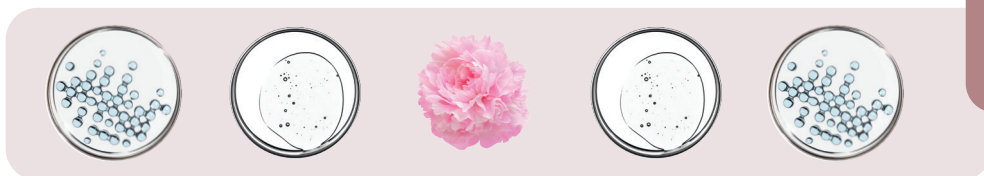
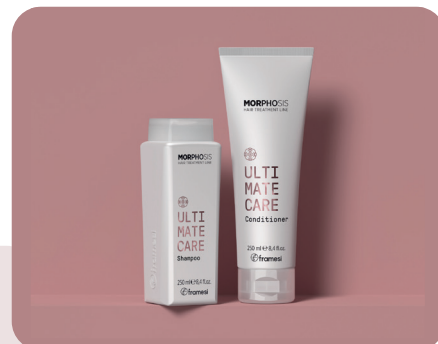
Add 4-5 pumps in hands and comb through hair with the MORPHOSIS wide tooth comb. Process at the shampoo station for 3-5 minutes without heat. Rinse thoroughly and towel dry hair. Proceed with MORPHOSIS leave-in treatment and styling products.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS ULTIMATE CARE Shampoo and Conditioner for best results.



***Note:** This treatment can also be used on thick, frizzy hair that is lifeless not on the day of the color service by using MORPHOSIS ULTIMATE CARE Shampoo 1 instead of Shampoo Go.



THE PEOPLE HAVE SPOKEN!

We're thrilled to share that FRAMESI COLOR LOVER CURL PUDDING was voted Best Curl Product in the Beauty Launchpad Readers' Choice Awards 2023!

What makes this award extra special is that it's not determined by industry insiders or critics, but by you - the heart and soul of the framesi Family.



CLEAN COVERAGE: INDUSTRY TAKES NOTE OF MORPHOSIS LAUNCH

Since launching in 2023, **MORPHOSIS** has swept into salons looking to offer their clients the clean and conscious beauty experience they've been asking for with products that also offer the greatest cosmetic results. Top beauty publications have started spreading the word with two top publications featuring **MORPHOSIS** in recent months.

Beauty Launchpad put the spotlight on the full **MORPHOSIS SCALP AND HAIR TREATMENT LINE** in the What's Trending column in their September/October 2023 issue. The magazine highlighted that **MORPHOSIS** "offers salon-exclusive and consumer retail products that are increasingly more innovative and sustainable, perfect for answering all your clean and conscious beauty needs." BLP extended more love to the line in their November/December 2023 issue, calling out **MORPHOSIS LOVE EXTENSION Shampoo and Conditioner** and the way it "hydrates and nourishes both your natural hair and the extensions, making the entire head of hair easy to manage and naturally voluminous."

Beauty Launchpad readers will become even more familiar with the line when a select group receives an array of **MORPHOSIS** products in BLP's March Beauty Box, which focuses on Clean offerings from across the beauty industry.

Focus on Hair also acknowledged the **MORPHOSIS** launch with a write up in November. The digital publication showcased **MORPHOSIS' "cleanicle" approach to clean beauty** and how the 11 specialized categories allow "stylists to offer clients solutions using a prescribed, targeted approach."

BEAUTY LAUNCHPAD.

Everything Beauty for Salons and Stylists

&

FOCUS ON **HAIR**

As it continues to revolutionize salons answering the call for clean and conscious beauty with unparalleled cosmetic results, we're definitely anticipating more industry buzz about **MORPHOSIS SCALP AND HAIR TREATMENT LINE**.





PROTECT YOUR HAIR & BEARD FROM COLD WINTER AIR

STOP THE ITCH.
SAVE YOUR SKIN.

TIP #1

Add **Framesi Barber Gen Hair and Beard Natural Balm** to your routine after washing with **Framesi Barber Gen Hair and Beard Natural Cleanser** for a boost of moisture to hair & beard during winter months.



BONUS BENEFITS!

Works for bald heads to moisturize and protect scalp from the elements!

TIP #2

Beard hair is more coarse and porous than the hair on your head. Exposure to dry and cold air can lead to damage and breakage on already fragile strands. Lock in moisture with **Framesi Barber Gen Beard Oil**. Ensure your beard looks shiny and healthy while remaining soft to the touch!



BONUS BENEFITS!

Polished and refreshing fragrance smells great all day - even under your face mask!

TIP #3

Keep razor burn at bay! **Framesi Barber Gen Ice Tonic** is a soothing, refreshing lotion for the face and scalp. Apply after shaving to instantly soothe any redness or irritation, leaving a persistently fresh feeling with a polished and refreshing scent!



BONUS BENEFITS!

Keep bald heads free of irritation after shaving! A lifesaver for skin.

spray application!
for ease of use

POLISHED & REFRESHING A FRAGRANCE THAT CAPTIVATES

Gluten Free, Paraben Free, Sulfate Free, DEA Free and Alcohol Free




INTERNATIONAL CONGRESS 2023 RHODES GREECE



Framesi hairstylists know how to create unforgettable experiences, in the salon and at Framesi International Congress.

Last October, at the luxurious Rodos Palace Hotel in Rhodes, more than 1,100 professionals from around the world gathered for five unforgettable days filled with inspiration, creativity, and style.



framesi

“With over 1,100 participants from 35 countries, this has been one of the most important congresses in Framesi’s history,” says Fabio Franchina, President of Framesi. “The reason for such extraordinary success lies in the growing awareness that hairdressers, now more than ever, need valuable guidance and elements to enrich their daily activities. Creativity is an intrinsic element in the hairdresser’s work, but providing them with new ideas and projects significantly enhances their performance. Today, we stand at a major crossroads: hairdressers must be able to provide different support to their clients and respond effectively to their needs. Only through proper professional training can this goal be achieved.”



Seven teams of stylists from around the world enthralled the audience with unique performances, including for the first time in years, hairstylists from the USA.



framesi

Be on the lookout for info about this year’s international congress!

FRAMESI
*International
Congress 2024*
BUDAPEST



GOOD HAIR DAY

Framesi was elated to host 16 stylists at our North American headquarters just outside of Pittsburgh, PA for a Balayage Class last October. The class, taught by Italian Style Team Member and framesi Brand Ambassador Sarah Scaccia, instructed stylists on best practices and current trends for the hair painting technique, as well as how to use tools like the applicator brush and board to give clients a bright, even highlight.



Framesi Brand Education will welcome stylists back to framesi HQ for an updated Balayage Class and a 2024-2025 Trends Class in April and May of this year. If you would like more information about our upcoming framesi Education classes, including dates and registration, please call framesi Customer Service at (800) 321-9648. Did you know framesi Education can come to you? If you are interested in booking higher education for your salon, please contact Rebecca Coleman, Brand Education Manager, at rcoleman@framesi-na.com.

framesi North America President Dennis Katawczik with instructor Sarah Scaccia and stylists who attended October's Balayage Class at framesi North America Headquarters in Leetsdale, PA just outside of Pittsburgh.

SEASONAL STYLING

tousled perfection

Moisturized winter curls that hold their shape against the weather.



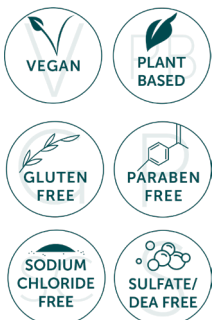
recipe:

1. Apply **BOUNCE** to damp hair to give light-weight hold and prep curls prior to styling.
2. Follow with several pumps of **HAIR REPAIR FOAM** to add light-weight strengthening power and flexible body to curls, work product upward to encourage lift & volume.
3. Scrunch with **BY GLAZE** to help curls maintain their shape for longer without stiffness or crunchiness. Diffuse with a blow dryer and enjoy weather-defying curls that last!



STYLING
cocktails

all cocktails served with
FRAMESI COLOR LOVER
>95% longer lasting color*



big & strong

Volume that lasts with strengthening power to protect hair from winter damage.



recipe:

1. Apply **PROGRESSIVELY STRONG** take home strengthening to damp hair to strengthen hair from the inside-out.
2. Follow with applying **BLOW IT BIG** to maximize volume while protecting hair during styling.
3. For lasting hold and added volume & shine, finish with color-safe **BY HAIR SPRAY STRONG** after blow drying.

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
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 [‡]	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

let's get social!



Icy Blonde

Lightened with **DECOLOR B CREAM PLUS** and **FRAMESI PROFESSIONAL ACTIVATOR 25 vol.**

Toned with **FRAMCOLOR Eclectic 9CT** (Cool Anti-Yellow Toner) + **9PE** (Very Light Pearl Blonde) + **FRAMCOLOR GLAMOUR 9.61** (Blonde Silver Violet) and **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.**



Caramel Drizzle

Full teasy light with **DECOLOR B DIAMOND** and **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.**

Alternate some lowlights with **FRAMCOLOR ECLECTIC 6NE** (Dark Blonde) + "a little" **5HCE** (Light Hazel Chocolate) and **FRAMESI PROFESSIONAL ACTIVATOR 10 vol** processing for 20 min.

Quick toner at the bowl with **FRAMCOLOR ECLECTIC 8NE** to blend for a sunkissed look.



facebook.com/FramesiUSA



[framesiusa](https://www.instagram.com/framesiusa)

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



@brandilemonshair

Candy Dipped Frosty Blonde

Blonde toned with **FRAMCOLOR ECLECTIC 9CT** (Cool Anti-Yellow Toner) + **9PE** (Very Light Pearl Blonde) with **FRAMESI PROFESSIONAL ACTIVATOR 10 VOL**

Purple: **FRAMCOLOR PURE PIGMENT PLUS /66** (Deep Violet)

Blue: **FRAMCOLOR PURE PIGMENT PLUS /22** (Blue)

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



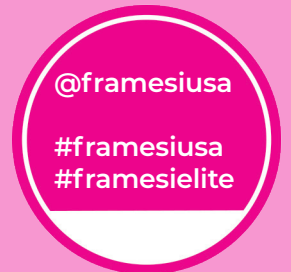
GOOD LIGHTING



ALL OF HAIR SHOWN



LIST YOUR FORMULA



TAG US!

FRAMESI COLOR[®] LOVER STYLING

**30-50%
OFF**



283 g./Net Wt. 10.oz.

Design Fix & Flex

\$9.07

reg. price \$12.95



PRIMER

250mL/8.5 fl. oz.

Primer 11 & Primer 11 Intense

\$9.77 ea.

reg. price \$13.95 ea.



VOLUME

177mL/6 fl. oz.

Raise The Roots & Blow It Big

\$9.77 ea.

reg. price \$13.95 ea.



CURLS

177mL/6 fl. oz.

Bounce & Curl Pudding

\$9.77 ea.

reg. price \$13.95 ea.



SMOOTH

177mL/6 fl. oz.

Progressively Smooth

\$9.98

reg. price \$19.95



177mL/6 fl. oz.

Hair Straightening Serum

\$9.77

reg. price \$13.95



STRONG

200mL/6.8 fl. oz.

Hair Repair Foam & Progressively Strong

\$9.77 ea.

reg. price \$13.95 ea.



177mL/6 fl. oz.

vegan • sulfate free • paraben free • gluten free • dea free • sodium chloride free

FRAMESI
COLOR
LOVER

30-50% OFF STYLING

vegan • sulfate free • paraben free • gluten free • dea free • sodium chloride free



283 g./Net Wt. 10oz.
Design Fix & Flex
\$9.07
reg. price \$12.95



250mL/8.5 fl. oz.
Primer 11 & Primer 11 Intense
\$9.77 ea.
reg. price \$13.95 ea.



177mL/6 fl. oz.
Raise The Roots & Blow It Big
\$9.77 ea.
reg. price \$13.95 ea.



177mL/6 fl. oz.
Bounce & Curl Pudding
\$9.77 ea.
reg. price \$13.95 ea.



177mL/6 fl. oz.
Progressively Smooth
\$9.98
reg. price \$19.95



200mL/6.8 fl. oz.
Hair Straightening Serum
\$9.77
reg. price \$13.95



177mL/6 fl. oz.
Hair Repair Foam & Progressively Strong
\$9.77 ea.
reg. price \$13.95 ea.

BE DYNAMIC

TUNE UP AND SAVE 30%
on FRAMESI COLOR LOVER
Brunette, Dynamic Blonde or Red



500mL/16.9 fl. oz.
Dynamic Brunette Shampoo
\$9.77
regular price \$13.95

500mL/16.9 fl. oz.
Dynamic Blonde Violet Shampoo
\$8.37
regular price \$11.95

500mL/16.9 fl. oz.
Dynamic Red Shampoo
\$9.77
regular price \$13.95

vegan • sulfate free • paraben free • gluten free • dea free • sodium chloride free

March Only

DECOLORB PRO-FORCE

30% OFF
A NEW GENERATION
FOR HAIR PROTECTION

• vegan • gluten free • paraben free
• sulfate free • dea free • money saving



400 mL/
13.5 fl. oz.
\$41.99
each
reg. price \$59.99 ea.



1000 mL/
33.8 fl. oz.
\$24.49
each
reg. price \$34.99 ea.

ALL FRAMCOLOR
2001 INTENSE SHADES
BUY 2 GET 1 FREE



\$5.97 ea.
reg. price \$8.95 ea.
60 mL/2 oz.

Non-Progressive
Permanent Hair Color That
Processes In Half The Time!

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.

BO GO



500 g./18 oz.
\$14.48 ea.
reg. price \$28.95 ea.

CREAM PLUS



150 mL/7.5 oz.
\$7.98 ea.
reg. price \$15.95 ea.

Select DECOLORB Lighteners
BUY 1, GET 1 FREE



500 g./18 oz.
\$14.48 ea.
reg. price \$28.95 ea.



500 g./18 oz.
\$14.48 ea.
reg. price \$28.95 ea.

ALL SHADES

FRAMCOLOR
Eclectic
Ammonia Free
Demipermanent

\$5.30 each reg. salon value: \$7.95

FRAMCOLOR
Eclectic CARE
Ammonia Free
Permanent

Tubes, Buy 2,
Get 1 FREE



For professional use only. Review and adhere to all warnings on the product packaging before use. Do not use heat. Do not use on damaged hair. Strand test before use.



All FRAMCOLOR
GLAMOUR Shades

BUY 2 GET 1 FREE

\$4.64 ea.
reg. price \$6.95 ea.

60 mL/2 oz. or
NEW 100 mL/3.4 oz. tubes

60+
available shades

Affordable Luxury
Superior quality, two
applications per 100mL tube!

Easy
Same formula root to ends with
100% gray coverage.

Innovative
Pure tone, true to swatch results
that do not brown out.

Vegan and Gluten Free

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.

Buy Framesi
Decolor B Infinity+
\$28.95



500 g./Net Wt. 18 oz.
**Receive a Framesi
Color Lover
Diamond Strong...**



reg. price \$13.95

Shampoo 500mL/16.9 fl. oz.

April Only



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



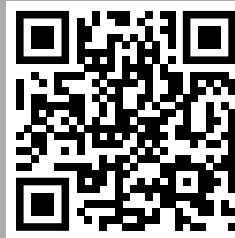
facebook.com/FramesiUSA



youtube.com/FramesiNorthAmerica



framesiprofessional.com



SCAN USING YOUR
PHONE CAMERA!

© 2024 framesi North America
17 Avenue A
Leetsdale, PA 15056
exclusive elite support line
1.800.214.0618