

QUICK and **EASY** PLATINUM BRILLIANCE

5D | FRAMCOLOR Eclectic
COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

 framesi®
MILAN



5D | FRAMCOLOR Eclectic COLOR GLOSS

QUICK and **EASY** PLATINUM BRILLIANCE

FROM NOW ON COLOR HAS **FIVE** DIMENSIONS:

1



BRIGHTNESS

Achieve **vibrant, radiant** hair that **shines** from within.

2



PROTECTION

Shield your hair from damage and environmental stressors.

3



HYDRATION

Keep your hair moisturized and looking its **best**.

4



HEALTH

Say no to harmful chemicals and **yes** to **healthy hair**.

5



REPAIR

Restore your hair's **vitality** and **strength**.

FRAMCOLOR Eclectic 5D COLOR GLOSS

An **easy-to-use** demi-permanent liquid haircolor that provides **superior conditioning, longevity, and shine**.

Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.

QUICK and EASY MIXING INSTRUCTIONS

5D FRAMCOLOR Eclectic COLOR GLOSS

STEP 1

MIX

MIX FRAMCOLOR ECLECTIC 5D COLOR GLOSS in a 1:1 ratio with FRAMCOLOR ECLECTIC 5D COLOR GLOSS ACTIVATOR.



WHAT IS A COLOR GLOSS SERVICE?

A glossing service is a demi-permanent color treatment aimed at enriching, toning, and enhancing all hair types. It effectively brightens and rejuvenates lackluster or brassy shades, infusing your hair with intense shine and care, resulting in exceptionally soft, beautiful, and vibrant hair like you've never seen before.

STEP 2

APPLY

APPLY COLOR MIXTURE AND PROCESS FOR 5-20 MINUTES.



Note: The texture of the mixture allows application to wet or dry hair. For a more intense result apply to dry hair. Once applied, allow 5 minutes for flash toning results or 20 minutes for maximum intensity of the color.

STEP 3

RINSE

SHAMPOO AND CONDITIONER NOT REQUIRED.

Note: If using FRAMCOLOR ECLECTIC 5D COLOR GLOSS to refresh faded ends after a permanent haircolor service, rinse hair and follow with FRAMESI COLOR METHOD SHAMPOO GO and POST COLOR MASK before styling.



FIVE REASONS TO CHOOSE

50 | FRAMCOLOR Eclectic COLOR GLOSS

1 Effortless Application:
The liquid form allows for **quick** and even distribution, ensuring a **smooth** and **efficient** toning process.

2 Customizable Shades:
With 14 inter-mixable liquid toners, create the exact **platinum shade** your client desires.

3 Brass Neutralization:
Combat unwanted brassiness effectively, leaving hair with a **pure, refined platinum finish**.

4 Quick Refresh Between Blonding Services:
Give your color the **boost** that it needs.

5 Luminous Shine and Conditioning:
Not just color, but a treatment for hair - revealing **incredible shine** and **condition**.

SUGGESTED USES:

- Blonde Toning
- High Gloss Finish
- Enhance Current Color
- Color Gloss Finish for Dull Locks
- Refresh Faded Ends
- Correct and Balance



The technology that enhances the five dimensions of color:

1. Brightness 2. Protection 3. Hydration 4. Health 5. Repair

**PHYTOCOMPLEX
VEGETABLE
EXTRACTED FROM
MULLEIN FLOWER**



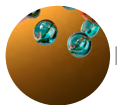
It absorbs UV rays and transforms them into visible light, protecting the hair from photo-oxidative stress.

**BIODEGRADABLE
CHELATING AGENT**

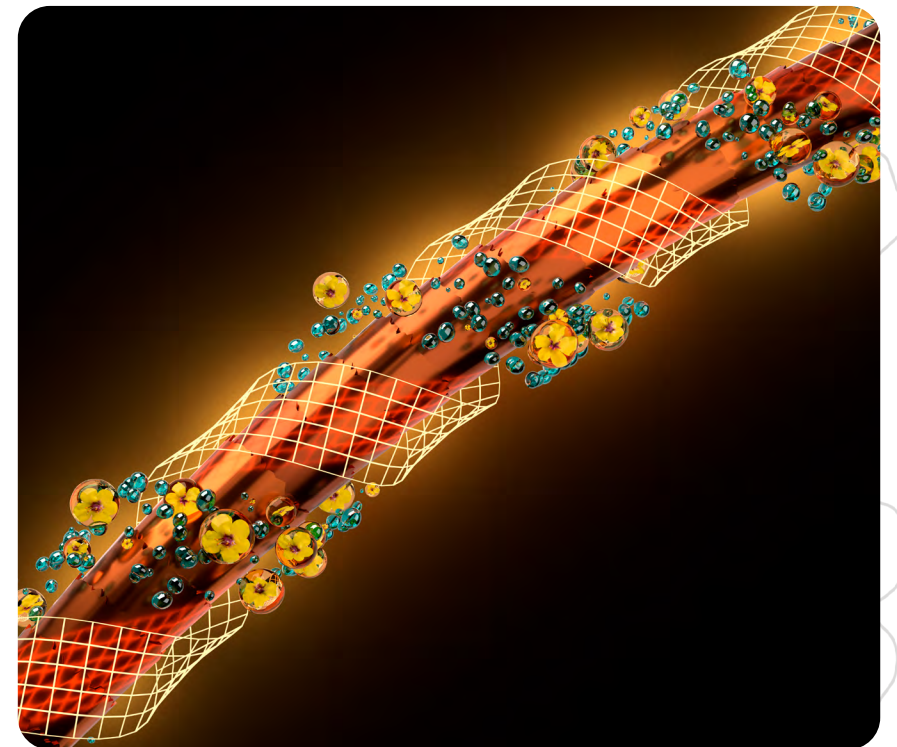


It chelates metallic ions and prevents the formation of free radicals during oxidative coloring treatments.

**MIX OF
3 AMINO ACIDS**



Arginine + Betaine + Taurine = nourished, hydrated, repaired, and healthy hair.





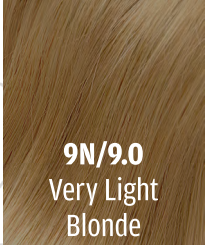
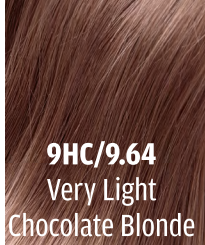

VEGAN, GLUTEN FREE, AMMONIA FREE, RESORCINOL FREE AND PPD FREE


50 FRAMCOLOR Eclectic COLOR GLOSS

QUICK and EASY PLATINUM BRILLIANCE

FORMULATED FOR **EASE OF USE** WITH **SUPERB CONDITION** AND **SHINE**

Easily transform blondes into **platinum brilliance** with 14 intermixable liquid toners:

LEVEL	Natural (blue-violet)	Warm Natural (blue-red-yellow)	Platinum Gold (yellow-green)	Hazelnut (yellow-red)	Sandy Beige (yellow-violet)	Hot Chocolate (violet-orange)	Violet (violet)	Blue Ash (blue-green)
10 YELLOW WHITE REMAINING COLOR	 10N/10.0 Platinum Blonde		 10PG/10.31 Platinum Ash Golden Blonde		 10SB/10.36 Platinum Sandy Blonde	 10HC/10.64 Platinum Chocolate Blonde	 10V/10.6 Platinum Pearl Blonde	 10BA/10.21 Platinum Ash Blonde
9 YELLOW REMAINING COLOR	 9N/9.0 Very Light Blonde	 9NW/9.03 Very Light Warm Blonde		 9H/9.35 Very Light Hazelnut Blonde	 9SB/9.36 Very Light Sandy Blonde	 9HC/9.64 Very Light Chocolate Blonde	 9V/9.6 Very Light Pearl Blonde	 9BA/9.21 Very Light Ash Blonde

	/00 CLEAR	00/CLEAR							
		<ul style="list-style-type: none"> • Adds more shine and can be used alone or to dilute the intensity of any shade. • Does not lift or shift the natural base color. • Refer to the proportions in the dilution chart to customize your formula: 	FORMULA	9V/9.6	9BA/9.21	9NW/9.03	SHADE	CLEAR SHADE	ACTIVATOR
			Maximum Dilution				½ oz. 15 mL	1 ½ oz. 45 mL	2 oz. 60 mL
			Moderate Dilution				1 oz. 30 mL	1 oz. 30 mL	2 oz. 60 mL
			Minimal Dilution				1 ½ oz. 45 mL	½ oz. 15 mL	2 oz. 60 mL
		Full Strength				2 oz. 60 mL		2 oz. 60 mL	

CONVENIENT AND THOUGHTFUL PACKAGING!

Chart color corresponds with the packaging color



Platinum Blonde	10N	10.0	Natural (Blue-Violet)
Very Light Blonde	9N	9.0	Natural (Blue-Violet)
Very Light Natural Warm Blonde	9NW	9.03	Warm Natural (Blue-Red-Yellow)
Platinum Ash Golden Blonde	10PG	10.31	Platinum Gold (Yellow-Green)
Very Light Hazelnut Blonde	9H	9.35	Hazelnut (Yellow-Red)
Platinum Sandy Blonde	10SB	10.36	Sandy Beige (Yellow-Violet)
Very Light Sandy Blonde	9SB	9.36	Sandy Beige (Yellow-Violet)
Platinum Chocolate Blonde	10HC	10.64	Hot Chocolate (Violet- Orange)
Very Light Chocolate Blonde	9HC	9.64	Hot Chocolate (Violet- Orange)
Platinum Pearl Blonde	10V	10.6	Violet
Very Light Pearl Blonde	9V	9.6	Violet
Platinum Ash Blonde	10BA	10.21	Blue Ash (Blue Green)
Very Light Ash Blonde	9BA	9.21	Blue Ash (Blue Green)

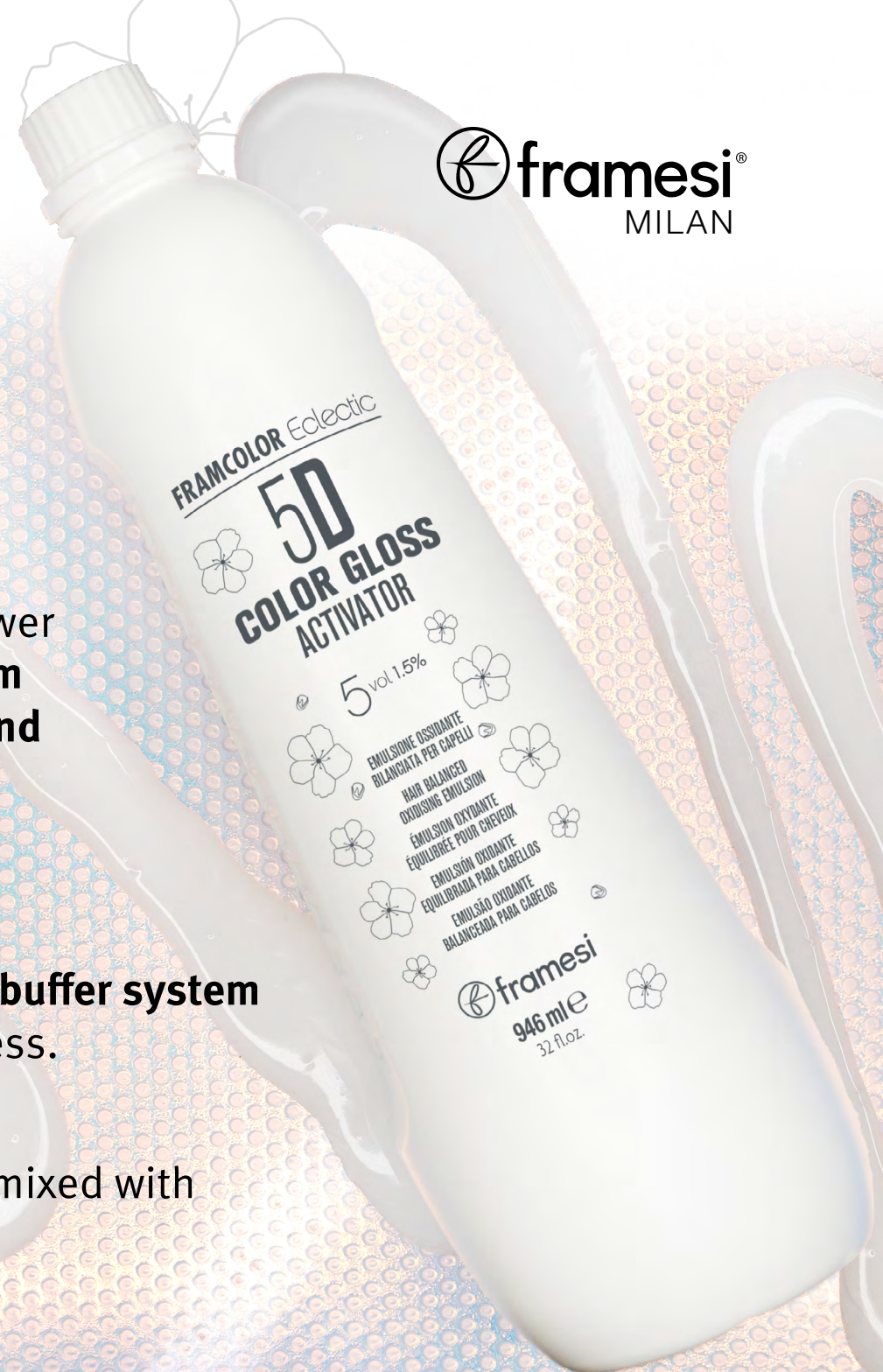
Shade number and color palletete is indicated on the **top** of the bottle and on the **front** of the bottle.



5D | FRAMCOLOR Eclectic COLOR GLOSS ACTIVATOR

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- 5 Volume Activator
- Works in synergy with the Verbascum Thapsus Flower Extract found in the **5D COLOR GLOSS** for **maximum protection** with **increased shine, color vibrancy, and longevity**.
- **Shields** against UV, stress, and styling damage.
- Ensures a **gentle** and **flawless** coloring service.
- Contains a specifically formulated **BALANCING pH buffer system** that controls the pH throughout the coloring process.
- Ensures **consistent, non-drip** color results.
- **FRAMCOLOR ECLECTIC 5D COLOR GLOSS** must be mixed with its dedicated activator.



What **else** makes **5D** FRAMCOLOR Eclectic **COLOR GLOSS** so **great**?

- ✓ No suds
- ✓ Easy to rinse
- ✓ Easy to spread and adhere to hair
- ✓ Does not lift the natural base
- ✓ True to swatch tonalities
- ✓ Even deposit from root to end
- ✓ Colors will not go dark or muddy
- ✓ Enhanced shine



5D FRAMCOLOR Eclectic COLOR GLOSS

BLONDE TONING AT ITS BEST

Customize Your Own Platinum Masterpiece!



BEFORE



Formula: 10PG + 9H
Hazelnut Blonde

AFTER

Trendy FORMULAS



10SB + 10V
Creamy Pearl



10V + 9BA
Steel



10PG + 9NW
Butter Cream



10BA + 10SB
Iced Latte



10N + 10V
Vanilla Shimmer



9HC + 9NW
Golden Chocolate Blonde



9HC + 9BA
Mocha Blonde



10V + 9NA + 9H
Smoked Beige



10V + 9HC
Violet Cooler



10PG + 9N
Mushroom Blonde



9H + 9NW
Toasted Coconut



9BA + 9N
Natural Ash

SHADES EQ CONVERSION CHART

5D FRAMCOLOR Eclectic
COLOR GLOSS

REDKEN SHADES EQ*

9V	9HC + 9V
9NB	9H + 9NW
9NW	9BA + 9NW
9P	9HC + 9BA
9T	10V + 10BA
9G	9NW
9N	9N
9B	9BA
9GL	10PG + 9SB
9NA	9BA + 9H
9GB	9SB
10AG	10BA
10GI	10PG
10VV	10HC + 10V
10VG	10V + 10PG

*REDKEN and SHADES EQ are registered trademarks of L'Oreal USA Creative, Inc
The following color recommendations should only be viewed as a shade direction guide.

Note: Formulas with two shades are mixed at a 1:1 ratio.

Technical Assistance 1.800.245.6323

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COLOR GLOSS






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