



**5 MINUTE HIGHLIGHTS
START TO FINISH !**

NEW

**SHIMMER
DECOLOR 3**

f framesi

Pg 3



framcolor FUTURA®

**NEW
INTENSE
NATURALS**

100% Gray Coverage
Cool Intense NATURALS

**TRYME!
SAVE 26%
Available May 2016**

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Pg 4



**INTERNATIONAL
CONGRESS 2016 PARIS**

DISNEYLAND PARIS, OCTOBER 2 - 6

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Pg 5

Spring / Summer Collection 2016



Travel Attitude

Sophisticated and cultivated, Travel Attitude is a retro-chic trend, the most exclusive of spring-summer 2016.

The travel and exploration theme invites us to discover the elegance aboard expeditions of the early 20th century. Traveling with style does not mean sacrificing elegance and self-care.

What makes Travel Attitude extraordinary is the refinement of the details hidden behind the natural appearance. To give hair the ease of a loose and light movement, Italian Style framesi has designed precise cuts enhanced by soft and intense colors.



Gender Free

With the Gender Free collection, Italian Style framesi does not fall into the trap of ambiguity, but instead creates the perfect balance between gentility and strength.

In each proposal, sharp lines complement soft volumes and allow the styling to transform the cut according to the immediate desire. The featured colors are natural and conjure images of life in the open air.



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ASK FRAMESI:

Education:

- Jessica Ogden
- jogden@framesi-na.com
- 800.321.9648 ext 1354

Technical Assistance:

- 800.245.6323

Elite Technical Hotline:

- 800.214.0618

**INTRO
KIT**

\$29.95

**5 MINUTE HIGHLIGHTS
START TO FINISH !**

**AVAILABLE
JUNE 2016 !!**



NEW

framesi®
MILAN

**SHIMMER
DECOLOR 3**

HIGHLIGHTS

FEATURES & BENEFITS

KIT CONTENTS

THE **HERE AND NOW** ADD-ON SERVICE**

- UP TO **2 LEVELS OF PERMANENT LIFT ON TONE** IN 5 MINUTES OR LESS
- ADDS DIMENSION AND INCREDIBLE SHINE DURING STYLING
- USE ON NATURAL **OR** COLORED HAIR
- READY TO USE, NO RINSING OR PROCESSING TIME
- FOR **ALL** STYLISTS REGARDLESS OF COLOR BRAND USED
- 22 APPLICATIONS PER BOTTLE
- STYLIST CHARGES \$20 - \$50 PER ADD - ON SERVICE AND PROFITS \$450 - \$1100 PER BOTTLE *

* BASED ON AVERAGE ADD - ON SERVICE CHARGES, ACTUAL PROFITS MAY VARY.

- UP TO 2 LEVELS OF LIFT...ON TONE !
- INSTANT ADD - ON SERVICE DURING STYLING
- FLAT IRON ACTIVATED, NO RINSE, OUT THE DOOR

BASE COLOR	SHIMMER RESULTS	BASE COLOR	SHIMMER RESULTS	BASE COLOR	SHIMMER RESULTS
VIOLET RED		BLONDE		COPPER RED	

- 1 BOTTLE OF DECOLOR B SHIMMER LIQUID "NO RINSE" LIGHTENER
- COMB / APPLICATOR TOOL
- DIRECTIONS FOR USE
- PRINTED SWITCH CARD TO SELL THE SERVICE IN THE CHAIR
- MIRROR CLING



framcolor FUTURA®

NEW INTENSE NATURALS

100% Gray Coverage
Cool Intense NATURALS



framesiprofessional.com

TRY ME!
SAVE 26%
Available May 2016

framcolor FUTURA NN Series

- Formulated with a rich coconut oil cream base for greater hair protection and condition
- Can be used alone on the most resistant gray hair, with no need to intermix
- For a cooler, more dense coverage than the Natural Series
- Can also be mixed with any of the framcolor FUTURA shades for a more dense coverage
- 1:1 mix ratio (1 part color; 1 part developer)

TRY ME KIT 26% SAVINGS

4NN Medium Chestnut Intense	5NN Light Chestnut Intense	6NN Dark Blonde Intense	7NN Medium Blonde Intense

Contains: (4) NN shades (1) Swatchcard

framesi® framesiprofessional.com

8NN Light Blonde Intense	9NN Very Pale Blonde Intense

Additional Shades Available

INTERNATIONAL CONGRESS 2016 PARIS

DISNEYLAND PARIS, OCTOBER 2-6



COME WITH US

FOR A THRILLING EXPERIENCE
BETWEEN BEAUTY AND CREATIVITY

There's only one place in the world where age doesn't matter: Disneyland, an enchanted world where anyone can rediscover the pleasure of pure thrill. A place that encompasses the idea of beauty and performance of the framesi International Congress.

Don't miss this special and unique event. Come and learn about the new fashion trends for the fall winter 2016/17 season as shown by the most creative hairstylist teams in the world to give you ideas and solutions for sure-fire success.



RESERVE NOW

Call Michele Holzworth

412.356.1341

<http://www.framesiprofessional.com/landing/international-congress>



Studio framesi

COLOR. STYLE. FASHION.



Meet The Artist: Sandie Scott – framesi Italian Style Team Member



“As an artist, I look to many avenues for inspiration, Nature, my fellow framesi stylists, fashion, you name it. Inspiration can come from anywhere that sparks your imagination.”

Sandie's Spring Favorite Pastels



With framesi, it's easy to create pretty pastels

Technique: after lightening the hair, I wanted to create tonal variation so I applied the quartz formula with the La Spatola and did a Pink Highlight. Processed for 10 minutes, then added FRAMESI COLOR LOVER MOISTURE RICH shampoo to the bowl and gently worked the color all over for 10 more minutes. Rinse and voila!

Wyatt's Quartz Pink Formula

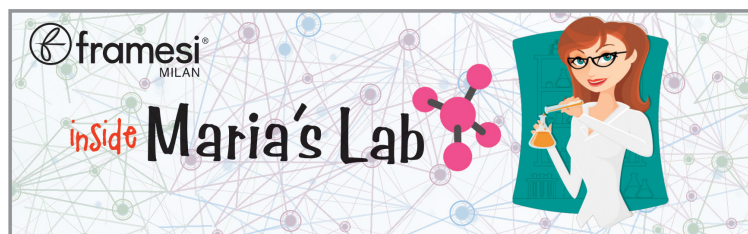
Framcolor 2001 US plus (30cc) + **Framcolor 2001 660** (10cc) + 10 volume developer (80cc) on pre-lightened hair (lifted to a level 9 with **Decolor B Cream** + 30 volume developer)



Technique: first do an Ombre technique on the ends with **Decolor B Diamond**.

Lena's Tranquil Baby Blue Formula

Hair pre-lightened with 25 volume developer to a level 8. Color the hair with a cool base of **Framcolor 2001 4 CB** + 15 volume developer. Mix **Framcolor Glamour 7.22** (10cc) + **Framcolor Glamour 12** (30cc) + 20 volume developer (40cc) and apply to lightened hair



Meet Maria R. Pittavino



A long time framesi stakeholder, Maria has been instrumental in developing and formulating framesi products from "Inside Her Lab." Fluent in Italian, Maria is a constant collaborator with our framesi counterparts in Milan. Framesi products are tested, re-tested and then tested again for maximum predictability and lasting results. With multiple degrees, Maria is also a licensed hairdresser which positions her uniquely for understanding the needs, tools and products stylists need to create better beauty in the chair.



Maria's Hotline: 1-800-245-6323
mpittavino@framesi-na.com

Q & A with Maria

Question: What's the importance regarding Vegan and Gluten Free products in hair care?

Answer: Great Question. First of all, we here at framesi have always had a sensitivity for being 100% Vegan and Gluten Free. Beyond the social implications and in vogue, both attributes are effecting a significant portion of population plus have significant meaning in one's value system.



Read more at framesiprofessional.com

Question: Can you please revisit the benefits of coconut in hair products?



Answer: Coconut Oil has also been found to offer amazing benefits for the hair and skin. Coconut Oil's popularity appears to be the next new trend, but the truth is, coconut oil has been a primary ingredient in framesi color and developers for years. We developed the first cream color that offers the conditioning benefits of coconut oil and leaves hair shinier than any other hair color on the market. Furthermore, because the coconut oil in the framesi color bases leaves the hair strong and undamaged, the color will last longer, and a coconut oil cream base will never build up on the hair and cause problems with future chemical services. But, read my full article @ framesiprofessional.com/blog.

Elite Moda Capelli



Elite Moda Capelli rewards those salons who are most dedicated to framesi[®] products. Elite Moda Capelli Salons accrue credit, or LirePoints[™], toward their future purchases for every dollar they spend. In addition, Elite Moda Capelli Salons receive free product introductions, special educational offerings and updates on new products and other framesi[®] News.

Levels and Earnings Potential

Elite Moda Capelli LEVEL	Minimum spending on framesi products (during a calendar quarter)	LirePoints [™] Earned (during a calendar quarter)
Blue Diamond	\$10,000 +	20% of total framesi purchases or 2,000 + LirePoints [™]
Diamond	\$5,000 - \$9,999	15% of total framesi purchases or 750 - 1,500 LirePoints [™]
Sapphire	\$3,500 - \$4,999	12% of total framesi purchases or 420 - 600 LirePoints [™]
Emerald	\$2,000 - \$3,499	8% of total framesi purchases or 160 - 280 LirePoints [™]
Pearl	\$1,250 - \$1,999	3% of total framesi purchases or 38 - 60 LirePoints [™]
Entry	\$1,000 - \$1,249	See <i>Elite Moda Capelli Program Perks</i> , Page 8

Higher Education Offerings

From developing your new stylists to inspiring your existing... education is the key! framesi education is the industry standard for stylist training. Education builds the confidence and artistry that lets every stylist perform at their best. Take advantage of our selection of in-salon education and enrich your entire salon and increase your business today with the latest trends, cutting and color techniques from the runways of Milan!

framesi Studio

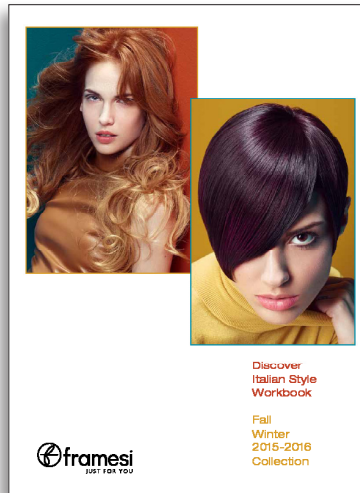
(Diamond and Blue Diamond Accounts only)



A private demonstration of the current ITALIANSTYLE collection in your salon, exclusively for you and your staff. A framesi Design Group Member will present a 3-3½ hour show highlighting:

- Models in the latest season's fashion from Milano, Italy
- Models with current season cut and color proposals
- The latest in make-up trends
- A demonstration of the ITALIANSTYLE cutting method
- A color technique to help motivate staff and increase revenue potential
- 5,000 **LirePoints™**

Discover ITALIANSTYLE (In-salon)



This is an in-salon demonstration and hands-on presentation, featuring the current seasonal collections from framesi, Milano, Italy: Spring/Summer or Fall/Winter.

- A 6 hour presentation
- framesi provides materials
- Conducted by an ITALIANSTYLE Team or Design Group Member
- Hands-on for 12 stylists maximum
- 1,800 **LirePoints™**

Color Blocking

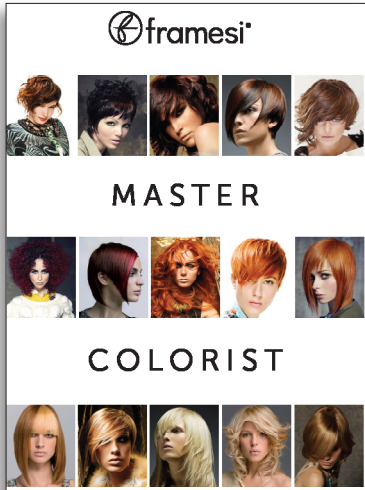


Learn the latest color placement techniques that are quick, easy and ready to turn into instant add-on profit! Increase client loyalty through unique customized color.

- 4 hours in length
- Theory/hands-on
- Held in salon locations (max 10-15 people)
- 400 **LirePoints™**

Call to book your **Elite Moda Capelli** education

framesi Master Colorist



- **Advanced Formulation and Gray Coverage**
Formulation, gray coverage and tone-on-tone coloring.

- **Full Spectrum Reds**
Create beautiful reds by cross-mixing colors. Choose the correct shade to compliment your client's skin tone.

- **Advanced Blonding and Color Correction**
Create beautiful blondes. Take the fear out of color correction. Become more profitable by learning these valuable lessons.

Each class is:

- 8 hours in length
- Theory/hands-on
- Held in salon locations (max 10-15 people)
- 400 **LirePoints™**

Smooth Effects



Let's talk about the fastest growing in-salon service: chemical re-shaping and smoothing. Silis is a formaldehyde-free, thio-based reshaping cream. It is the most compatible product of its kind with color treated hair. In this class, we will reveal the truths and eliminate the myths

surrounding this completely safe, quick, easy, and very profitable service.

- 4 hours in length
- Theory/hands-on
- Held in salon locations (max 10-15 people)
- 400 **LirePoints™**

For more information,
call Jessica Ogden at:
1.800.321.9648 Ext. 1354



MAY-JUNE 2016 PROMOTIONS



CREATE • SHAPE • FINISH - SAVE

\$11 each
FRAMESI COLOR LOVER
BY framesi
Liters



25% off
FRAMESI
COLOR LOVER
PRIMER 11 INTENSE



25% off
FRAMESI COLOR LOVER
Retail Shampoos/Conditioners

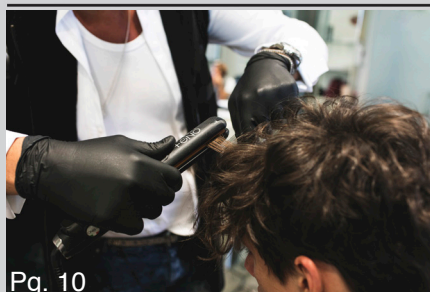


40% off
BY framesi
Styling
Products



50% off
Decolor B Diamond
Decolor B Cream Plus

20% off
Decolor B No Dust



framesi®
MILAN

Elite Technical Hotline 800.214.0618



Superhero
Cream Leave In
Conditioner

FRAMESI COLOR LOVER™

25% off

PRIMER 11 INTENSE

♥ Retain Color 95% Longer



- ♥ 100% VEGAN
- ♥ GLUTEN FREE
- ♥ Fix Frizz
- ♥ Silky & Shiny
- ♥ Porosity Equalizer
- ♥ Damp or Dry Hair
- ♥ Spray It - Comb It - Leave It
- ♥ Baobab Seed Protein for instant repair
- ♥ Speeds up dry time
- ♥ Sulfate free
- ♥ Paraben free
- ♥ DEA free
- ♥ Sodium chloride free

Salon Cost:\$8.96
Salon Value:\$11.95

FRAMESI COLOR LOVER™

25% off

Retail 16.9 fl oz Shampoos/Conditioners

♥ Retain Color 95% Longer



- ♥ 100% VEGAN
- ♥ GLUTEN FREE
- ♥ Sulfate free
- ♥ Paraben free
- ♥ DEA free
- ♥ Sodium chloride free
- ♥ Shiny and vibrant
- ♥ Color protection
- ♥ Anti-aging oils
- ♥ Nourishing vitamins

Salon Cost:\$8.21
Salon Value:\$10.95

BY BE YOURSELF
FRAMESI

40% off

Hydro Gel Light Hydro Gel Strong Sparkling Mousse Strong



PEARL - AGILITY / LAVA - STRENGTH

- Color Safe Styling & Finishing Products
- Ultimate Hold
- Volumizing
- Adds Shine

Salon Cost:\$3.89 - \$5.99
Salon Value: \$6.49 - \$9.98

MAY ONLY

FRAMESI COLOR LOVER™ BY BE YOURSELF FRAMESI

\$11 each
LITERS

FRAMESI COLOR LOVER
COLLECTION

VOLUME BOOST

MOISTURE RICH

SMOOTH SHINE

CURL DEFINE

Retain Color 95% Longer



FRAMESI COLOR
LOVER & BY framesi:

- 100% VEGAN
- GLUTEN FREE
- Color safe
- Paraben free
- DEA free
- Alcohol free

Salon Cost:\$11.00
Salon Value:\$18.95 - \$21.98

MAY ONLY

DecolorB **50% off**

Decolor B Diamond



- Rapidly achieves up to 9 levels of lightening
- Ultimate conditioning and protection

Salon Cost:\$14.48
Salon Value:\$28.95

Decolor B Cream Plus



- Innovative cream formula
- Lightens up to 9 levels
- Contains protective oils

Salon Cost:\$7.98
Salon Value:\$15.95

MAY/JUNE

20% off

Decolor B No Dust



- Utmost protection
- Lightening power of 7 levels or more
- Stays moist without swelling hair

Salon Cost:\$15.16 Salon Value:\$18.95



framesi - A history of dedication to the professional hairdresser. framesi is forever and always dedicated to supporting the professional hairdresser with products and programs that enhance their artistry to create Better Beauty. . .

. . . because Better Beauty = Confidence and Success.

