



# Elite Moda Capelli Newsletter

June 22, 2015

Quarter 1 - 2015

## What's Hot?

**Framcolor 2001  
Extreme Natural  
Series Does it All!**

see pages 2-3

**Quick Color  
Services for Men!**

see page 4

**New Series,  
Available NOW!**

see pages 5-7

**Higher Education**

see pages 8-9



INTERNATIONAL  
CONGRESS

2015 MADRID

SAVE  
THE  
DATE...

September 27th  
October 1st

**for an appointment**  
with beauty, fashion and  
the most creative and  
artistic hair styling teams in  
the world.

**for discovery**  
a historical European  
capitol where fascinating  
traditions and  
contemporary trends meet.

**for celebration**  
Framesi's 70th anniversary.

## NEWSLETTER

This quarterly newsletter is designed to inform you, the salon owner and entrepreneur, about what is new and happening with framesi; technical updates from our Chemist's Corner, and the latest trends of Italian Style. Share your suggestions or ideas with us via e-mail at:

elitemodacapelli@framesi-na.com.

We ask that you submit your e-mail addresses along with your order form so that we may keep you informed of all promotions and other important communications.

## FRAMCOLOR2001 NEW EXTREME NATURALS

- 6 NEW Framcolor 2001 Extreme Natural (EXN) shades for a cooler, more extreme, dense gray coverage never before achieved when used alone.
- EXNs can be mixed with existing Framcolor 2001 formulas to customize the coolness and density creating results with endless possibilities.

NEW Framcolor 2001 Extreme Naturals are only available at BSG, Cosmoprof, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI and in Canadian CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.

**FOR THE FIRST TIME EVER IN PERMANENT HAIRCOLOR - ONE LINE DOES IT ALL**

## framesi friday Showcases the Latest Trends in Cut & Color

Who says Fridays can't get any better? Experience framesi's new educational video series, framesi friday - from catwalk to sidewalk. Experience exciting cut & color techniques from the runways of Milan, explained in short step-by-step videos. Fresh and simple techniques you can start using immediately.

Find the videos that have launched on Facebook ([facebook.com/framesiUSA](https://www.facebook.com/framesiUSA)) and share your favorite framesi friday videos with your friends! The latest framesi friday videos are also available on our YouTube channel ([youtube.com/FramesiNorthAmerica](https://www.youtube.com/FramesiNorthAmerica)), on the new Beauty Blog ([framesiprofessional.com/beautyblog](https://framesiprofessional.com/beautyblog)), or sign up to "stay in touch" with framesi at [framesiprofessional.com](https://framesiprofessional.com) and you will receive e-mail notifications for each new video.



# EXTREME NATURALS

Available  
NOW!



## Try Me & Save 37%!

<b>4EXN - 4.0</b> Medium Chestnut Extreme Natural	<b>5EXN - 5.0</b> Light Chestnut Extreme Natural	<b>6EXN - 6.0</b> Dark Blonde Extreme Natural	<b>7EXN - 7.0</b> Medium Blonde Extreme Natural
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Kit contains: (4) EXN shades (1) Swatchcard

- Extreme coverage on resistant gray hair, when used alone.
- Can be mixed with any of the Framcolor 2001 shades for a more dense coverage.
- Better than 100% gray coverage on the most resistant hair types with beautiful shine and condition.



Two additional shades available separately for \$7.95 each.

**8EXN - 8.0**  
Light Blonde  
Extreme Natural



**9EXN - 9.0**  
Very Pale Blonde  
Extreme Natural



# FRAMCOLOR 2001

## NEW EXTREME NATURALS

for gray coverage  
you can count on



**FOR THE FIRST TIME EVER IN PERMANENT HAIRCOLOR - ONE LINE DOES IT ALL**

FRAMCOLOR 2001 EXTREME NATURAL (EXN) SERIES... not just another “Gray Coverage Natural Series”.

Framcolor 2001 Extreme Natural (EXN) series now offers 6 NEW shades for a cooler, more extreme, more dense gray coverage never before achieved when used alone. These 6 NEW shades are available in levels 4, 5, 6, 7, 8 and 9.

With the addition of the NEW Framcolor 2001 EXN series to the current Framcolor 2001 countless color options, it marks the first time ever in permanent haircolor that a haircolor product line presents unlimited creativity, from the most naturally reflective warm tones to a cooler, more dense gray coverage you demand, and with the shine and condition you expect from framesi... creating even more endless possibilities.

Unlike **Competitive Gray Coverage series**, the Framcolor 2001 EXN's:

- Can be mixed with any Framcolor 2001 shades
- Results in a more dense, cooler gray coverage with shine

Unlike **Competitive Gray Coverage series**, the Framcolor 2001 EXN's are NOT:

- **Double Pigment Colors**... a level 6 is actually a level 6
- Flatter and drabber

What makes the Framcolor 2001 EXN series different from the Framcolor 2001 Natural Perfect (NP) series?

1. The NP's are formulated with more yellow, resulting in a lighter, warmer and more reflective finish.
2. The EXN's are formulated with more blue-violet, resulting in a cooler, slightly darker, more dense finish.

Framcolor 2001 has always offered unlimited creativity for the stylist with its pure based and pre-blended colors, resulting in a reflective natural finish with superior shine and condition.

Artists need the proper tools to create their art behind the chair and make this world more beautiful. Framcolor 2001 now offers the colorist:

- Unlimited color choices... from the purest reds and golds to the most beautiful blended colors
- Unlimited coverage choices... from the most naturally reflective warm finish to a cooler, more dense, solid coverage.

Imagine the concept... coverage as solid or as naturally reflective as you choose... shades as pure or as natural as you choose... all with superior shine, condition and longevity known to framesi.

Revolutionize your options today! Order the new Framcolor 2001 EXN series and experience the power of customization. Customize your coverage and optimize your results.

Endless color possibilities. Endless art.  
Be great. Be appreciated. Be remembered.



## Quick Color Service for all your male clients...



Silver hair on a man isn't a sign of becoming irrelevant with age, but rather of handsome maturity and wisdom. Gray hair makes a man look more distinguished and now no longer represents old age. It has become a fashion statement that even the young are in search of. Whether enhancing the natural beauty of salt and pepper hair or making a fashion statement, Framcolor Eclectic offers simple and quick solutions for your male clients of all ages.

### Framcolor Eclectic Suggested Formulations

Desired Result	Formulation
Dark Ash	7SE (2 parts) + 5IN (1 part)
Smokey Gray	7SE
Medium Natural Ash	7SE + 7IN
Medium Ash	7SE (2 parts) + 7IN (1 part)
Light Silver Ash	7SE + 9NDE
Stone	7SE + 6DE
Steel Gray	7SE + 9PE
Silver Shimmer	7SE + 9CT

#### MIXING INSTRUCTIONS:

Step 1: Mix 30cc of Framcolor Eclectic Color + 60cc Eclectic Basic Activator

Step 2: Apply to towel-dried hair from roots to ends with a bowl and brush or bottle if desired.

Step 3: Process 5 minutes to quickly blend salt-and-pepper hair.

Process 10 minutes to mask gray hair.

Process 20 minutes for more coverage.

Step 4: Shampoo with Color Method Shampoo GO, then rinse. Apply Post Color. Without rinsing the Post Color, apply Mask. Retain 2-3 minutes and rinse.



**NEW**

**FRAMCOLOR**  
**Eclectic**  
**TONERS**

◆ Ammonia Free ◆ Fragrance Free ◆ PPD Free

- Only 5-10 minute processing to refine (cool toners) or add warmth (warm toners).
- Can be used to refresh faded ends while leaving hair with incredible shine and condition.
- 2:1 mixture (2 parts Basic activator; 1 part color), 2-3 applications/tube

**Available NOW!**

**WARM TONERS**  
**Buy 2 get 1 FREE!**

8KT - 8.346  
 Caramel



9HT - 9.334  
 Honey



9AT - 9.43  
 Apricot



**COOL TONERS**  
**Buy 2 get 1 FREE!**

7SE - 7.63  
 Smokey Gray



8CT - 8.26  
 Cool  
 Anti-Orange Toner



9CT - 9.6  
 Cool  
 Anti-Yellow Toner



Free Swatchcard with purchase,  
 while supplies last.

**NEW Framcolor Eclectic Toners are only available at BSG, Cosmoprof, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI and in Canadian CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.**

**Suggested Formulations**

Remaining Color	Desired Result	Framcolor Eclectic
Orange	Caramel	7SE
Orange	Apricot	9AT
Yellow	Soft Wheat Blonde	8CT + 9NDE
Yellow/Orange	Caramel Latte	8KT
Yellow/White	Icy Cool Blonde	9CT + 9PE
Yellow/White	White Marsala	9CT (1 part) + 9HCE (2 parts)
Yellow-Yellow/White	Golden Honey Blonde	9HT

# FRAMCOLOR 2001

## NEW COOL BROWNS

When fashion is so explosively colorful, hair has to “cool down”...

- Natural cool browns for lift or deposit.
- Use alone for 100% gray coverage.

**Available  
NOW!**

### Suggested Formulations

Desired Result	Framcolor 2001
Espresso	3CB + 4EXN
Truffle	4CB + 4W
Toffee	5CB + 6E
Cool Khaki	6CB + 6NC
Toasted Almond	6CB + 6G
Bittersweet	6CB + 6W

Buy 2 get 1 FREE!

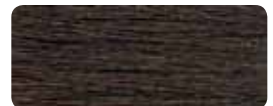
**3CB - 3.01**  
Dark Chestnut  
Cool Brown



**4CB - 4.012**  
Medium Chestnut  
Cool Brown



**5CB - 5.02**  
Light Chestnut  
Cool Brown



**6CB - 6.02**  
Dark Blonde  
Cool Brown



Free Swatchcard with purchase,  
while supplies last.

**NEW Framcolor 2001 Cool Browns are only available at BSG, Cosmoprof, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI and in Canadian CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.**



## NEW PEARLSERIES

**Available NOW!**

- Create sophisticated, refined pearl blondes with 100% gray coverage.
- Excellent for toning highlights.
- Leaves hair with incredible shine and condition.

**Buy 2 get 1 FREE!**

7.26  
Medium Blonde  
Ash Pearl



8.6  
Light Blonde  
Pearl



9.6  
Very Light  
Blonde Pearl



Free Swatchcard with purchase, while supplies last.

### Suggested Formulations

Desired Result	Framcolor Glamour
Frappuccino	7.26 + 7.33
Earthy Marsala	7.26 + 7.56
Summer Sand	7.26 + 9.6
Cherry Cordial	7.26 + 6.56
Soft Cameo	8.6 + 8.36
White Marsala	9.6 (1 part) + 9.36 (2 parts)
Smokey Topaz	9.6 + 9.12
Salted Caramel	9.6 + 9.46

**NEW Framcolor Glamour Pearl Series is only available at BSG, Cosmoprof, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI and in Canadian CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.**

Call to book your *Elite Moda Capelli* education event today using your *LivePoints™* at: 1-800-214-0618!

## 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

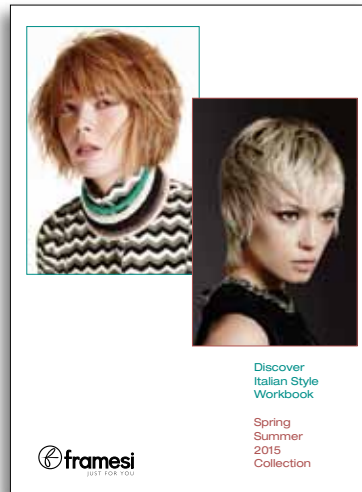
(Diamond and Blue Diamond Accounts only)



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 *LivePoints™*

## Discover ITALIANSTYLE (In-salon)

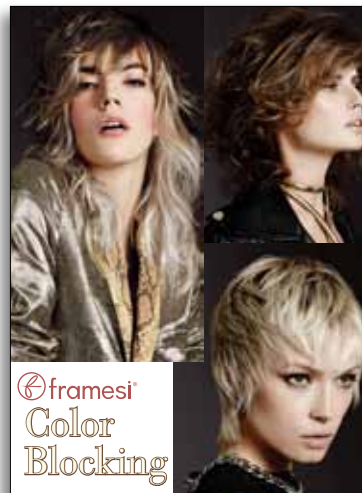


This is an in-salon demonstration and hands-on presentation, featuring the current seasonal collections from Framesi, Milano, Italy: Spring/Summer or Fall/Winter.

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

## In-Salon Classes

### 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 *LivePoints™*

framesi North America • Elite Moda Capelli  
17 Avenue A • Leetsdale, PA 15056

Office 800-321-9648 • Exclusive Elite Moda Capelli Hotline 800-214-0618 • Fax 412-264-5696  
• elitemodacapelli@framesi-na.com •

• framesiprofessional.com • framesiglamour.com • framesicolorlover.com •



## Framesi Master Colorist:



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

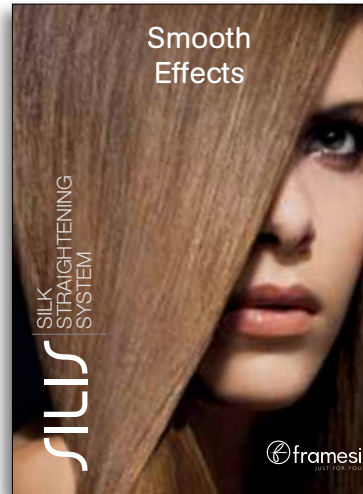
- **Full Spectrum Reds**  
Create beautiful reds by cross-mixing colors. Choose the correct shade to compliment your client's skin tone.

- **Advanced Blending 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 *LivePoints*™

## 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 *LivePoints*™



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# Framesi *Elite Moda Capelli*

## Simply The Best Rewards Program!

Please be sure to check with your Framesi Distributor to ensure that all of your salon related accounts are being grouped for calculating purchases at the highest level!!

Levels and Earnings Potential			
<i>Elite Moda Capelli</i> Level	Minimum spending on framesi products (during a calendar quarter)	<i>LivePoints™</i> Earned (during a calendar quarter)	
 Blue Diamond	\$10,000 +	20% of total framesi purchases	or 2,000 <i>LivePoints</i>
 Diamond	\$5,000 - \$9,999	15% of total framesi purchases	or 750 - 1,500 <i>LivePoints</i>
 Sapphire	\$3,500 - \$4,999	12% of total framesi purchases	or 420 - 600 <i>LivePoints</i>
 Emerald	\$2,000 - \$3,499	8% of total framesi purchases	or 160 - 280 <i>LivePoints</i>
 Pearl	\$1,250 - \$1,999	3% of total framesi purchases	or 38 - 60 <i>LivePoints</i>
 Entry	\$1,000 - \$1,249	Receive Season Collection Proposal Books and Posters.	

### **Retail Products**

Invest your *LivePoints™* in retail and earn 100% pure profit OR run special clientele promotions!

FRAMESI  
**COLOR  
LOVER™**



### **Backbar and Color Support**

Use *LivePoints™* to keep valuable profits from going down the drain!



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