



# Elite Moda Capelli Newsletter

Oct. 5, 2015

Quarter 2 - 2015

## What's Hot?

**NEW** FRAMESI  
**COLOR LOVER™**

**PRIMER 11 INTENSE!**

see page 8



**NEW** FRAMESI  
**COLOR LOVER™**

**NOSUDS &  
Dynamic Blonde!**

see page 9

**NEW**  
Smokey Gray,  
Caramel,  
& Sandy Blonde  
Color Series  
Launched!

see pages 2-7

ItalianStyle Evening Hair  
see pages 10-11

**Higher Education**

see pages 12-14



Sign up for an electronic version of the Elite Moda Capelli Newsletter at

[framesiprofessional.com/Rewards](http://framesiprofessional.com/Rewards)

"EMC Newsletter Signup" is located in the center of the web page. Please enter your name, email address, salon name, and zip code into this online form and click submit. You will then receive an email confirmation with further instructions.

**SAVE THE DATE!**

INTERNATIONAL  
CONGRESS 2016

**P A R I S**

OCTOBER 2-6, 2016

## 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](mailto: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.

## fall winter collection 2015/16

## vintage today

The 60s and the 70s are still the most inspiring years for the big design and fashion brands.

These two decades, also shown in the last season, were present in the memory of some hippie events, in flowery dresses and also in the glam rock trend with its glittered clothes and wedge shoes.

Today's attention is on the elegant and formal style of those years. A modern lady, feminine and full of spirit, wants something special for her hair.

Framesi ItalianStyle strictly complies with the mood of the trend by creating an authentically vintage collection, featuring geometric cuts combined with pointy and shattered perimeters, long bangs and fringes.



See pg. 3 for formulation suggestions.

## HANDMADE 2.0

High-end handcrafts, originating from skilled hands and time dedicated to the quest for perfection, are the new and pure essence of luxury.

The hand made process goes beyond its traditional boundaries: the antique decoration and embroidery techniques are now combined with in-depth study of materials and textures to create extraordinary effects. It is a science applied on creativity that allows designers to execute genuine masterpieces.

For a fashion that demands luxury, framesi's ItalianStyle stylists respond with a collection that displays elegant lines and shades created by the passion of a color virtuoso.

Volumes are full and the perimeters are refined with a tailor's expertise. Colors find their studied touch in the SE series by Framcolor Eclectic, a palette that embraces all the iridescent effects of smokey gray.



See pg. 10 for a seasonal technique.



# NEW Eclectic

FRAMCOLOR

Buy 2 Get 1  
FREE!\*

## Smokey Gray

- Mix with any Framcolor Eclectic shade to control warmth
- Perfect toners for producing silver/gray hair

## Pearl Shade

NEW Framcolor Eclectic Series only available at: CosmoProf, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, BeautySales, & PSSI and in Canada CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.

- Use alone to produce beautiful pearl blondes
- Violet base offers excellent refinement of yellows when toning highlights

5SE - 5.21  
Dark  
Smokey Gray



6SE - 6.21  
Medium  
Smokey Gray



7SE - 7.63  
Smokey Gray



8SE - 8.63  
Light  
Smokey Gray



9SE - 9.63  
Very Light  
Smokey Gray



7PE - 7.62  
Pearl Medium  
Blonde



\*Plus free swatch card  
(limit one per customer).

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The new color trend of the Fall/Winter season is smoky gray. Lightly powdered and iridescent, it is a new series of Framcolor Eclectic: 5 shades to create unusual and refined chromatic effects, ideal for women who always want to be a step ahead with their image.

Precisely formulated at levels 5-9, the Framcolor Eclectic Smokey Gray Series can offer a multitude of color services including toning pre-lightened hair and refining warmth in any color formulation, or mixed with the Framcolor Eclectic IN Series for the coolest gray coverage.

Ideal for all your male clients!

In the **HANDMADE 2.0** collection, framesi ItalianStyle weaves smoky sections flashing throughout Brunette and Ash Blonde bases and proclaim a bold statement with an all over effect in the icon proposal.

Suggested Formulations	
Desired Result	Formulation
Smokey Taupe	5SE + 5NE
Morning Java	6SE + 7IN
True Steel	7SE + 8PE
Silver Shimmer	8SE + 9CT
Oatmeal	9SE + 9NDE
Sweet Ginger	7PE + 8RDE

# FRAMCOLOR 2001

## NEW Caramels

- Produce rich, beautiful Caramel tones for lift and deposit
- 100% gray coverage

**Buy 2 get 1 FREE!\***

**5KR - 5\*364**

Caramel  
Chestnut



**6KR - 6\*364**

Dark Caramel  
Blonde



**7KR - 7\*364**

Medium  
Caramel Blonde



**8KR - 8\*364**

Light Caramel  
Blonde



**\*Plus free swatch card  
(limit one per customer).**

**NEW Framcolor 2001 Caramel Series only available at:** CosmoProf, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, BeautySales, & PSSI and in Canada Milano, AB Concept, Professional Beauty Supplies.

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Warm brown bases with creamy caramel highlights, or “delicious” ombré or sombré looks are perfect no matter what the season or occasion. Caramel hues bring more depth and interest to long flowing styles and add dimension and a feel of movement to your beautiful brunette formulations.

Caramel shades are excellent for skin tones accompanied by green, hazel, or warm brown eyes. A rich chocolate brown with caramel highlights is a great choice for your brunette clients who crave dimension without commitment, providing a signature look that cannot be exactly duplicated.

Caramel infused with gold highlights is ideal for those with olive or deep skin tones to embrace a lighter look for the cooler weather.

As the autumn leaves begin to change, try the **Framcolor 2001 Caramel (KR) Series** on your clients and spice up their look for the season.

Suggested Formulations			
Desired Result	Formulation	Desired Result	Formulation
Fudge Ripple	5KR + 5G	Warm Sable	7KR + 7P
Teak Wood	5KR + 6SB	Toffee	8KR + 8EXN
Vivacious Red	6KR + 6HR	Golden Amber	8KR + 8SB
Butterscotch	6KR + 6SB	Honey Caramel	8KR + 8W
Cinnamon Twist	7KR + 7ER		



# FRAMCOLOR 2001

## NEW Sandy Blondes

- For soft and delicate sandy blonde shades
- Yellow-violet base excellent for toning pre-lightened hair

**Buy 2 get 1 FREE!\***

**6SB - 6\*36**  
Dark Sandy  
Blonde



**7SB - 7\*36**  
Medium Sandy  
Blonde



**8SB - 8\*36**  
Light Sandy  
Blonde



**9SB - 9\*36**  
Very Pale  
Sandy Blonde



**NEW Framcolor 2001 Sandy Blondes only available at:**  
CosmoProf, Armstrong McCall, Spectrum, Four Star,  
Salon Ware, The Salon Center, Paramount/Royal,  
BeautyScope, Prestige, BeautySales, & PSSi and in Canada  
Milano, AB Concept, Professional Beauty Supplies.

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**\*Plus free swatch card  
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 **framesi®**



Whether highlighting, low-lighting, or looking for the bronde effect, a soft sandy blonde haircolor gives any style a more subtle yet edgy impact. Sandy blonde low lights are perfect for all your highlighted clients that became too light from the summer sun or for women growing out their highlighted hair.

Sandy blonde highlights can also spice up and enhance mousy brown hair. The balance of golden and cool highlights can be a perfect way to add depth without losing the bright blonde you crave.

The **Framcolor 2001 Sandy Blondes** work well on your clients with lighter skin and the lighter sandy colors also complement dark complexions beautifully.

Suggested Formulations			
Desired Result	Formulation	Desired Result	Formulation
Sun Kissed Brunette	6SB + 6SD	Honey Ash Blonde	8SB + 8BP
Brandy Wine	6SB + 5MP	Wet Sand	9SB + 9P
Burnt Sienna	7SB + 7ER	Summer Strawberry	9SB + 9TRP
Bamboo	7SB + 7W	Summer Wheat	9SB + 8E
Sand Dune	8SB + 9NP		



NEW



# FRAMESI COLOR LOVER™

Super heroes *do* exist.

Meet **PRIMER 11 INTENSE...**

Experience all the original benefits of  
PRIMER 11, **PLUS** the following:

- ♥ Cream Leave In Conditioner
- ♥ For Dry, Damaged, Unruly hair
- ♥ Maximum moisture for all hair types
- ♥ Baobab Seed Protein for instant repair
- ♥ Less breakage
- ♥ Spray less, love more
- ♥ Speeds up drying time



Anytime.... damp or dry hair....  
spray it, comb it, leave it, **feel the love.**



**NEW PRIMER 11 INTENSE** only available at: CosmoProf, Armstrong McCall, Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, BeautySales & PSSI and in Canada: CosmoProf Stores, Milano, AB Concept, Professional Beauty Supplies.



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Technical Assistance: 1.800.245.6323

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NEW

## NOSUDS CLEANSING CONDITIONER

16.9fl.oz./500mL

Throw out the rules. One bottle is all you need. Our unique alternative to daily shampoo keep your color 95% longer with no build up. Cleans and conditions in one easy step.

- Conditioning sulfate free cleansers gently cleanse while maintaining natural moisture balance
- Quinoa, Sweet Almond Oil, & vitamins leave hair silky and manageable
- Excellent choice for textured, dry, damaged or curly hair



**Available October!**

**\$6.97ea.** Regularly \$9.95 **Save 30% Open stock!**

## DYNAMIC BLONDE VIOLET SHAMPOO FOR BLONDE/GRAY HAIR

16.9fl.oz./500mL

Banish the brass!  
Keep your blonde/gray/white hair brighter and more refined.

- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoos
- Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo



NEW



ITALIAN STYLE EVENING HAIR

FALL WINTER COLLECTION 2015





# FALL WINTER COLLECTION 2015

## UPDO



Formal events, holiday parties, and weddings all present fun opportunities to experiment with unique looks. Romantic hairstyles for the happiest celebrations can add a touch of elegance all women desire to find. Dressing long hair can be fun and quick, too. This gorgeous updo from framesi's 2015 Fall/Winter Collection shows us the retro elegance that is perfect for the holiday season and is sure to dazzle them all!

## vintage today

1.

Apply BY framesi™ Glaze at the roots and BY framesi™ Sparkling Mousse Light on lengths and blow dry creating maximum volume.

2.

Isolate a 2¾" in diameter circular section and make a ponytail. On both sides trace a vertical line from the circle to the tip of the ear. In the back, trace a line from the circle to the left corner of the nape.

3.

Backcomb the ponytail and then wrap it around an oval form.

4.

Slightly backcomb the right back section, comb it upward and wrap it clockwise around the oval form.

5.

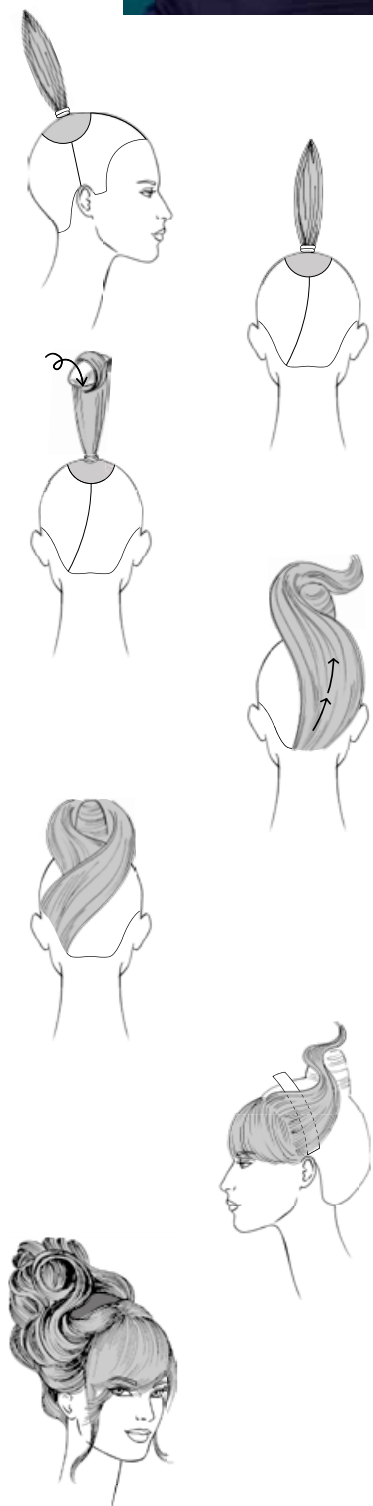
Do the same with the left back section, but wrap it counterclockwise and enhance the space where the two sections cross.

6.

Place the accessory. Comb the left side section upward, and pin the hair softly creating some waves while keeping the sections clean and defined. Repeat on the right side.

7.

Comb the fringe and style some sections around the face to signature the updo. Keep in shape with BY framesi™ SO Stiff Extreme Hold Hair Spray.



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

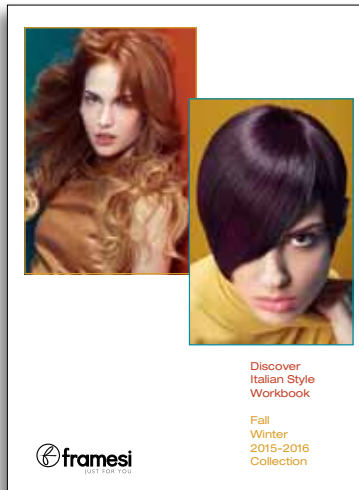
(Diamond and Blue Diamond Accounts only)



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™*

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• 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.

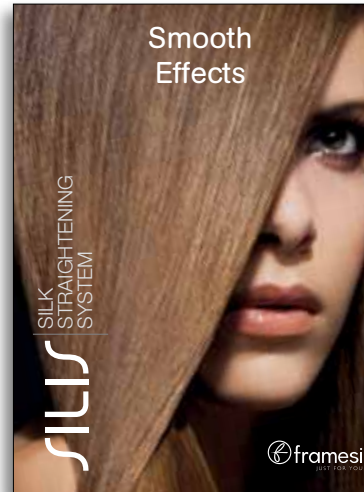
- **Advanced Blonding and Color Correction**

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 *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*™



## 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™**



BY  
BE YOURSELF  
FRAMESI



framesi  
**IDentity**



### Backbar and Color Support

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



View past issues of the newsletter at: [www.framesiprofessional.com/Blog/Newsletter](http://www.framesiprofessional.com/Blog/Newsletter)

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