

Elite Moda Capelli

NEWSLETTER



pages 4-5



vintage today



HANDMADE 2.0



pages 6-7

INTERNATIONAL CONGRESS 2016



October 2-6, 2016

Disneyland
PARIS

Celebrating Exquisite Hair and the Artists behind its Creativity!







Elite Moda Capelli

Simply the Best Salon Rewards Program!

- *Elite Moda Capelli* is a salon loyalty program that rewards salons for buying framesi products.
- Qualifying salons receive *LivePoints™* that they can redeem for certain framesi products, education, tools and logo items.
- How many *LivePoints* you earn depends on how much you spend every quarter on framesi products. Use the chart below to determine how many *LivePoints* you earn per quarter.

1 *LivePoint* = \$1

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	Welcome Kit and seasonal Collection Proposals

Happy New Year,

January 2016

It's another framesi year for ***“Celebrating Exquisite Hair and the Artists behind its Creativity!”*** But, before outlining our plans for 2016, my sense is to start by shouting out a **“BIG THANK YOU”!**

As you may know, framesi is celebrating 70 years in business by bringing our mutual passion for hair to work daily, respecting and supporting you, the stylist, and you, the colorist, by producing dynamic and relevant performing products and seasonal hair fashion proposals via “Italian Style”. Our celebration is a toast and reflection of you, your artistry, creativity and craftsmanship. Our mission is to generate the best performing products to compliment your professionalism.

Here's a look into some of our initiatives under development for 2016:

- **New Products Coming Soon**

- **FRAMESI COLOR LOVER** - Blow Dry Spray to cut your dry time, and a Frizz Control Serum activated with a flat iron - Love Your Color Longer!
- **FRAMCOLOR 2001** – Mahogany Browns and Cool Chocolate Browns with 100% gray coverage
- **FRAMCOLOR Futura NN Series** – Cool tonality with 100% gray coverage and no intermixing
- **High Lift Permanent Color** - Quick, 10 minute High Lift Hair Color

- **Studio Framesi**

- A Working Salon for Testing, Development, Video and Artistry Collaboration
- Home for Educational Forums

- **Framesi Italian Energy Goes Social**

- We wish to promote YOU! A simple template is under construction for you to easily submit before/after photos, formulas, outstanding style results for Instagram, Facebook and framesiprofessional.com. More to come...

- **Redesign of framesiprofessional.com**

- One Site - One Message for Education - One Home for Assisting You

As we embark into our journey this year, please be mindful that our appreciation and celebration is all about hair and **YOU** the hairdresser. Our goal is to push the envelope in the industry's professionalism, artistry, creativity and style. As you well know, our products are exclusive to you and your salon. We wish to show all what you have embraced with us by choosing framesi... the highest performing products in the market today!

Together, 2016 will be great!

Be You! Be framesi!



Dennis Katawczik
framesi

vintage today



For the season 2015-2016 designers and stylists deliver sheer elegance and the exclusive atmosphere that made the 60s and 70s so incredibly sophisticated. There is a renewed attitude toward good taste and those values that characterized society after the economic boom with style and class. On its side fashion re-discovers coats with large revers and big buttons, high waist trousers, slim fit jackets and shirts with the a bow.

ENERGY
ITALIANSTYLE framesi

Giuseppe Spina

Strategic coordinator of Italian Style Energy, Giuseppe Spina talks about the role of the collections in his salon.

What does a new hair fashion collection represents to you?

First of all it brings me a great personal satisfaction: to take part in the creation of the proposals and to work with the team is always a challenging experience as I love to stay in a group. After that, as a salon owner, I see a big opportunity in every collection. Trends, outfits, colors, make-up, every aspect of fashion comes to the salon ready to be presented to our clients who want to be up to date and have a contemporary look.

How do you communicate new arrivals in your salon?

Every new collection brings us the desire to change the salon look, too! The windows, the working stations, the counter: each area finds new colors and ideas thanks to the project IN&OUT COMMUNICATION, which offers the hairstylists images of great efficacy. Besides, Framesi has designed a visual merchandising catalogue that helps us propose all products which are necessary to maintain healthy hair and perfectly-in-shape styles also at home. We must not forget, in fact, that we are our clients' consultants not only during their visit in the salon, but also in everyday hair maintenance. So I always recommend color protection, hydration and treatment with high quality professional products.

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



questions&answers



HANDMADE 2.0



Every dress or accessory is created as if it were one-of-a-kind. To make you feel exclusive and unique.

The luxury brands disclose the doors of their ateliers and broadcast videos to show their skilled tailors and artisans while creating the objects of our dreams.

This extra-ordinary creativity chooses noble fabrics such as Chantilly lace, velvet and brocade then adorns them with stones and trimmings.

The contemporary touch comes from architectural volumes and 3D effects that make the trend Hand Made 2.0 a blaze of wonder.

Leonardo Minelli

questions&answers

Strategic coordinator of Italian Style Framesi, Leonardo is the guru of the Framesi cutting method, one of the most vital elements of this team.

What does this working method consist of?

It is a combination of basic cutting techniques that allows us to create countless shapes and volumes. It is the same as the principle of primary and secondary colors: if you measure and mix them in different ways you can always obtain new shades.

And what are the advantages?

The first is the creation of any kind of cut rapidly and precisely, so that cutting becomes more remunerative for the salon. Besides, thinking of our collections, the Framesi cutting method makes the communication of our hair fashion all over the world easier: the stylist that understands the method can “read” our step by step manuals and offer the same proposals to their own clientele.

Who are the teachers of this cutting method?

The members of both teams - Italian Style Framesi and Italian Style Energy. They travel a lot around the world to present a great number of seminars with the help of local stylists. Then there are the Italian Style International Teams that are our voice by thousands of hairdressers who love Italian fashion and trust in the quality of Framesi.

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





*Great Products...
Great Hair*

March/April 2016 Promotions

**DARE TO
DEMO!**

Experience framesi haircolor.

Book your FREE in-salon
color Demo TODAY!

Jessica Ogden
jogden@framesi-na.com
412.356.1354



framesiprofessional.com

FRAMESI COLOR LOVER™

Purchase

25% OFF

Curl Define Shampoo & Conditioner (16.9fl.oz.)

Receive **PRIMER 11 INTENSE** FREE!



Salon Cost: \$19.90

Salon Value: \$30.85

Salon Savings: 35%

PRIMER 11 INTENSE

Cream
Leave In
Conditioner
for dry, curly,
damaged or
unruly hair



Curl Define Shampoo

Combats dull, dry,
frizzy hair for soft,
defined, radiant curls

Curl Define Conditioner

Ultra defining daily
conditioner inspires
curls

• Volume Boost 2 Phase Conditioner

Ultra-light, volumizing leave-in spray conditioner

• Dynamic Blonde

Violet Shampoo for Blonde/Gray Hair
Intensely dark, rich violet color offers
powerful toning

or

• NOSUDS Cleansing Conditioner

Gently cleanse while
maintaining natural moisture
balance

Salon Cost: \$7.46

Salon Value: \$9.95



Framcolor Glamour

\$9.99 Try Me Sampler

Choose any 2 shades of Framcolor Glamour
permanent haircolor and take this box with you!



Box contains:

- 1) 16 oz. 20 volume Activator
- (1) Wallchart
- (1) Stylist Reference Guide

Salon Cost: \$9.99

Salon Value: \$20.00

Salon Savings: 50%

- An unmatched finish with gray coverage never before achieved.
- Pure base colors, calibrated with the perfect amount of neutral for 100% gray coverage in each of the 60+ shades, with no need for intermixing.
- One formula, root to ends... never browns out.
- Ready-to-use colors that mix in seconds at a 1:1 mix ratio and offer ultimate vibrancy.

50% Off!

Decolor B Diamond

Salon Cost: \$13.98

Salon Value: \$27.95

off-the-scalp use only

- Diamond Technology to rapidly achieve up to 9 levels of lift
- Vegetable based powder for natural moisture in the hair & ultimate conditioning and protection



Decolor B Cream Plus

Salon Cost: \$7.48

Salon Value: \$14.95

on or off-the-scalp use

- Achieve up to 9 levels of lift
- Leave hair shining and in superior condition



BY framesi™ Sprays



Description

Salon
Cost

Salon
Savings

Salon
Value

SO Stiff Extreme Hold Hair Spray

\$6.99

36%

\$10.98

Mist Hair Spray Strong

\$5.99

40%

\$9.98

Mist Hair Spray Light

\$5.99

40%

\$9.98

Pearl Hair Shiner

\$5.99

33%

\$8.98

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

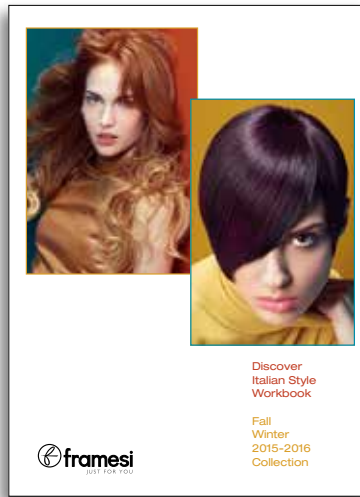
(Diamond and Blue Diamond Accounts only)



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*™

Color Blocking

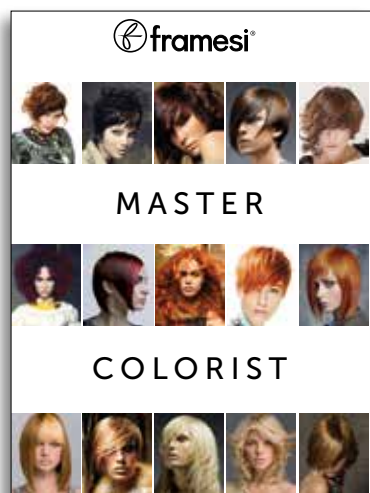


Learn the latest color placement techniques that are quick, easy and ready to turn into instant add-on profit! Increase client loyalty through unique customized color.

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

Call to book your *Elite Moda Capelli* education event today!

Framesi Master Colorist



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

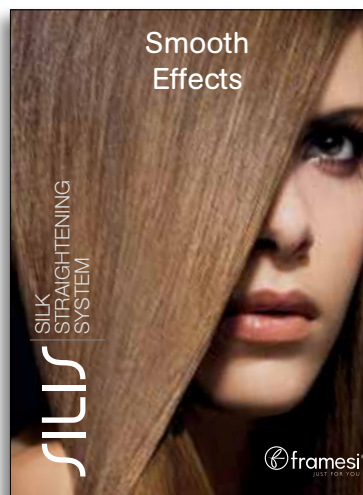
- **Full Spectrum Reds**
Create beautiful reds by cross-mixing colors. Choose the correct shade to compliment your client's skin tone.

- **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



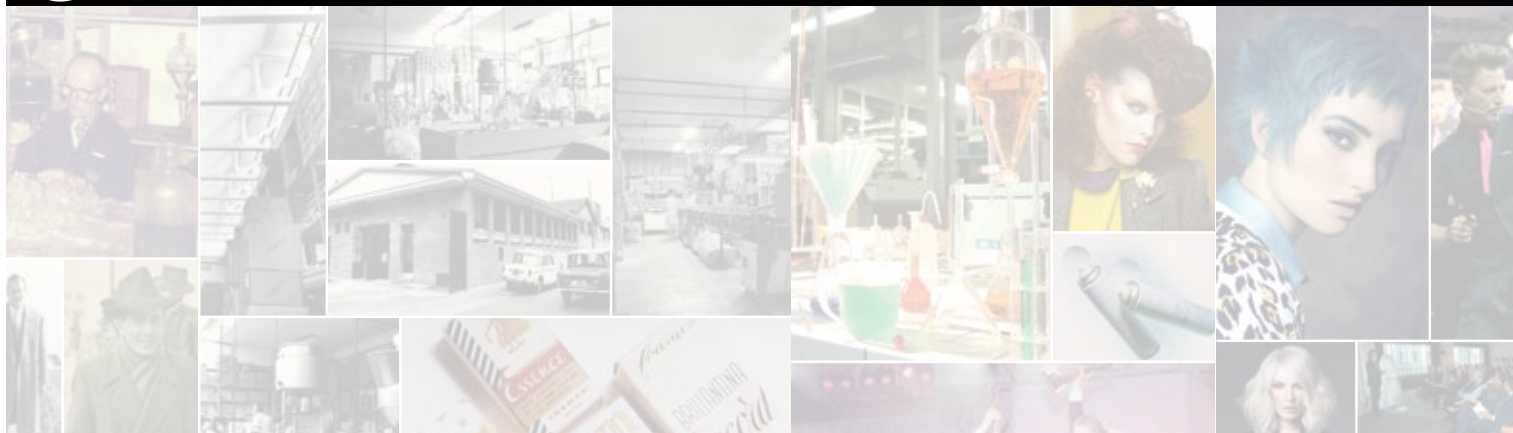
Let's talk about the fastest growing in-salon service: chemical re-shaping and smoothing. Silis is a formaldehyde-free, thio-based reshaping cream. It is the most compatible product of its kind with color treated hair. In this class, we will reveal the truths and eliminate the myths

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*™

For more information,
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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.

