

PROFESSIONAL  
HAIR FASHION

Digital catalogue

 framesi

# YESTER DAY

An idea. A dream.  
The courage to believe in it and to create it.  
With the only support of the family  
and friends, begins an Italian story full of  
passion and determination.  
An exclusive alliance born with hairstylists,  
that will never end.



Guglielmo Franchina



Roberto Franchina - Founder



Fabio Franchina - President



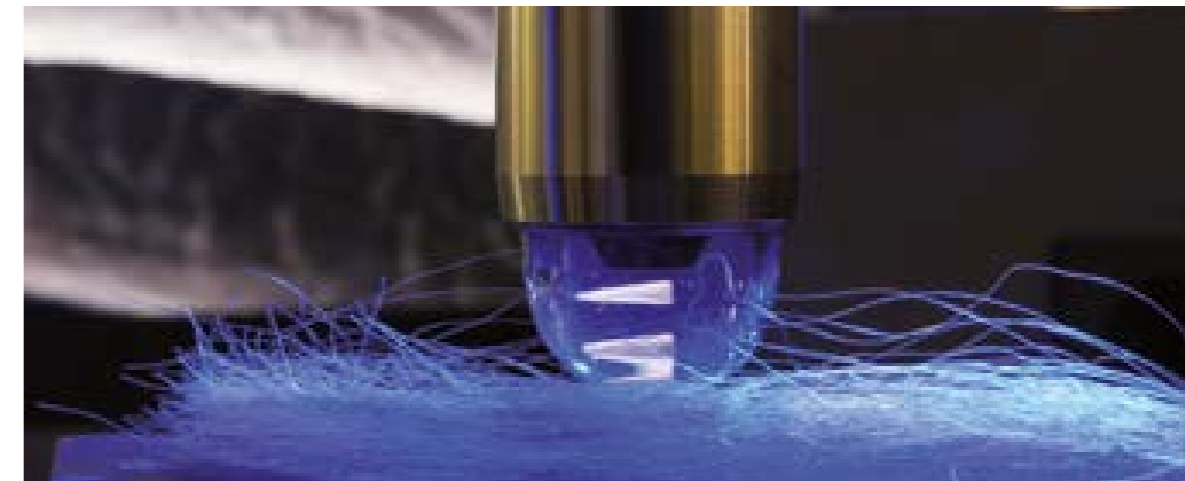
Roberta Franchina - CEO

Personal touch, contemporary  
entrepreneurship, cosmopolitan style.  
Continual growth in the name of excellence.  
With these strong roots, Framesi researches, experiments and offers the market.  
cutting-edge answers for products, services, marketing and fashion.

# TODAY

# TOMOR ROW

Anticipate the needs of hairstylists and  
support the success of the salon with the latest formulas, tools and training.  
The original pioneering attitude is still the key to a mission which is research and  
development of new products  
and opportunities, always and solely for  
hairstylists, of today and tomorrow.



Passion is never-ending research.  
That study behind the image, after-sales assistance,  
direct, customised technical support.  
Being proud to offer quality and security to those  
who create beauty, charm and style every day,  
in every corner of the world.

# PAS SION

# SUMMARY

<b>FRAMESI COLOR SYSTEM</b>	<b>4</b>	<b>MORPHOSIS</b>	<b>17</b>	<b>FRAMESI STRAIGHTENING SYSTEM</b>	<b>34</b>
<b>FRAMCOLOR 2001</b>	<b>6</b>	<b>SCALP</b>	<b>19</b>	<b>FRAMESI WAVING SYSTEM</b>	<b>36</b>
<b>FRAMCOLOR 2001 INTENSE</b>	<b>6</b>	<b>DENSIFYING</b>	<b>20</b>	<b>FRAMESI SMOOTHING SYSTEM</b>	<b>38</b>
<b>FRAMCOLOR PURE PIGMENT PLUS</b>	<b>7</b>	<b>REINFORCING</b>	<b>20</b>	<b>FRAMESI HAND GEL</b>	<b>40</b>
<b>FRAMCOLOR GLAMOUR</b>	<b>7</b>	<b>BALANCE</b>	<b>21</b>	<b>FRAMESI BARBER GEN</b>	<b>41</b>
<b>FRAMCOLOR ECLECTIC</b>	<b>8</b>	<b>PURIFYING</b>	<b>21</b>	<b>HAIR AND BEARD</b>	<b>42</b>
<b>FRAMCOLOR ECLECTIC CARE</b>	<b>8</b>	<b>RESTRUCTURE</b>	<b>22</b>	<b>BEARD</b>	<b>43</b>
<b>FRAMCOLOR EXTRA CHARGE</b>	<b>9</b>	<b>REPAIR</b>	<b>23</b>	<b>HAIR</b>	<b>44</b>
<b>FRAMESI PROFESSIONAL ACTIVATOR</b>	<b>10</b>	<b>COLOR PROTECT</b>	<b>24</b>		
<b>DECOLOR B SYSTEM</b>	<b>11</b>	<b>SUBLIMIS OIL</b>	<b>25</b>		
<b>DECOLOR B SYSTEM</b>	<b>13</b>	<b>ULTIMATE CARE</b>	<b>26</b>		
<b>DECOLOR B PRO-FORCE</b>	<b>14</b>	<b>LOVE EXTENSION</b>	<b>27</b>		
<b>DECOLOR B COOL BLONDE SHAMPOO</b>	<b>15</b>	<b>FOR ME</b>	<b>28</b>		
<b>FRAMESI COLOR METHOD</b>	<b>16</b>	<b>CURL &amp; VOLUME</b>	<b>30</b>		
		<b>SMOOTH &amp; DISCIPLINED</b>	<b>31</b>		
		<b>SHAPE</b>	<b>32</b>		
		<b>FINISH</b>	<b>33</b>		

## FRAMESI COLOR SYSTEM

A story of excellence

From the first cream color made in Italy to the innovative third millennium formulas, the Framesi journey in the field of cosmetic color is filled with successes.

FRAMCOLOR is known throughout the world for its excellent results with the coverage, gloss and health of hair.

 BROCHURE



## FRAMESI COLOR SYSTEM

A story of excellence



### FRAMCOLOR 2001

Permanent color



### FRAMCOLOR 2001 INTENSE

Permanent color comfort formula



### FRAMCOLOR PURE PIGMENT PLUS

Direct pigments



### FRAMCOLOR GLAMOUR

Pre-mixed permanent color



### FRAMCOLOR ECLECTIC

Demi-permanent color



### FRAMCOLOR ECLECTIC CARE

Ammonia-free color



### FRAMCOLOR EXTRA CHARGE

Ready-to-use pigment



### FRAMESI PROFESSIONAL ACTIVATOR

A customized solution



## FRAMCOLOR 2001

Permanent color

### THE CHOICE OF GREAT COLORISTS

- Luminosity and naturalness
- Lightening power of up to 5 levels
- Up to 100% coverage of grey hair
- Dilution 1:2

60 ml

### BOOSTER SYSTEM HI-TECH

#### AMARANTH OIL

Hydrating and anti-age, it exalts color, adds shine and intensifies the nuance

#### COCONUT OIL

Stops the scalp drying and offers hair maximum protection

#### VITAMIN C

Anti-oxidant, preserves hair's youth and vitality

#### PVP

Film-forming resin that keeps pigments much longer in the shaft, giving hair greater stability and duration



## FRAMCOLOR 2001 INTENSE

Permanent color comfort formula

### PERMANENT COLOR COMFORT FORMULA

- Up to 100% coverage of grey hair
- Lightening by up to 3 levels
- 20 minutes processing time (longer times do not darken the result)  
Hydrating, conditioning emulsion
- Creamy, easy-to-mix texture
- High adherence to hair
- Reduced olfactory impact (reduced ammonia content)
- High intensity respecting the level
- Maximum brilliance
- Dilution 1:2

60 ml

### FAST PIGMENTATION PROCESS

#### BY-PRODUCTS OF PLANT ORIGIN

Mix of natural substances selected for their hydrating properties, able to prevent skin sensitivity

#### BY-PRODUCT OF GLYCERINE

Spreads color, facilitates penetration of color molecules in the hair shaft, for a faster pigmentation action and a more intense color result

#### BY-PRODUCT OF LIQUORICE

Softening and protective, for scalp well-being



TECHNICAL  
POSTER

VIDEO PROMO



TECHNICAL  
POSTER

VIDEO PROMO



## FRAMCOLOR PURE PIGMENT PLUS

### Direct pigments

#### DIRECT PIGMENTS

- Direct ready-to-use pigments
- The acid pH does not open damaged hair cuticle, so color lasts longer and hair is more composed and shiny
- Mixable nuances for umpteen creations

#### To be used for...

- Personalize the look with a service that restructures while it colors
- Add color
- Express maximum creativity

60 ml

#### HYPER-HYDRO TECHNOLOGY

##### EXTRACT OF BEECH BARK

Plant from Alaska and Siberia, that survives in intense cold developing water storage mechanisms like Betulin, contained in the bark, a substance with decisive hydrating properties.

##### PRICKLY PEAR SEED OIL

In the variety that grows in the extreme climates of Mexico, Australia and Latin America. The oil obtained from cold-pressed seeds is rich in vitamin E, phytosterols and essential fatty acids with antioxidant properties.

##### SOY LECITHIN (NO GMO)

Similar to the lipidic barrier of hair and scalp, produces a protective, rebalancing effect.



## FRAMCOLOR GLAMOUR

### Pre-mixed permanent color

#### THE PRÊT-À-PORTER COLOR

- Full covering of grey hair
- Lightens up to 5 levels
- -50% of color fading
- Dilution 1:1
- Pre-mixed, balanced formula Uniform results from top to bottom

100 ml

#### PROTECTIVE COVERAGE TECHNOLOGY

##### COLORING MOLECULES NOT OVERLAPPING

A technology that combines new molecules with previous color ones, providing a brilliant, uniform result all over hair

##### 18MEA

Hair's lipophilic component restored by the color cream for a shaft that is always structured and nourished

##### VITAMINS E and C

Act together against free radicals warding off hair ageing effects and prolonging color duration



▶ MANUAL

📄 TECHNICAL POSTER

▶ VIDEO PROMO



📄 TECHNICAL POSTER

▶ VIDEO PROMO



## FRAMCOLOR ECLECTIC

Demi-permanent color

COLOR WITHOUT AMMONIA,  
RESORCINOL AND PPD

- Up to 80% coverage of grey hair (according to hair type and color)
- Ideal right after permanent straightening or waving Acts in 5-35 minutes in dilution 1:2
- Darkens, shades and perfects base colors

60 ml

### BIOLUMINESCENCE TECHNOLOGY

#### EXTRACT OF MULLEIN

Able to absorb UV light and turn it into visible light, protecting against Photo-oxidative stress

#### PATENTED ENZYMATIC PROCEDURE

Extraction technology based on the use of enzymes enabling 100% recovery of the phytocomplex in an active, biologically-available form, without compromising its properties.

#### BALANCED COLOR FORMULA

3D color and effects



## FRAMCOLOR ECLECTIC CARE

Ammonia-free color

COLOR WITHOUT AMMONIA

- Up to 100% coverage of grey hair Lightens up to 3 levels
- Anti-age hair repairing formula Tones and darkens
- Dilution 1:2

60 ml

### AGE-PREVENTION TECHNOLOGY

#### NIGELLA OIL + VITAMINS E, H, B5, B7

Modulated action on what causes ageing

#### HYDROLISED KERATIN

Shaft repairing effect for vital hair with more body



## FRAMCOLOR ECLECTIC TONER

FRAMCOLOR ECLECTIC TONER, the tone-on-tone ammonia free color that enhances and intensifies the base color, while deeply conditioning and making hair surprisingly bright, with a very pleasant fragrant sensation.

#### TEXTURE GEL-CREAM

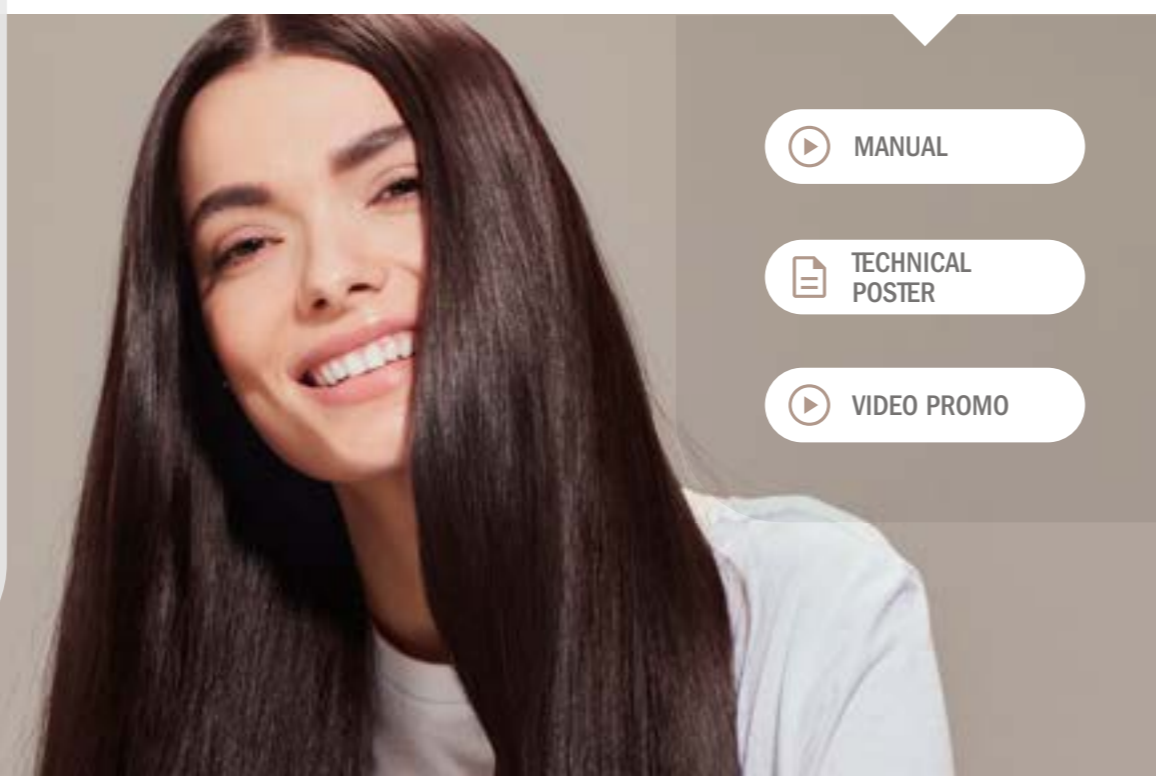
Easy to apply and to intermix with all FRAMCOLOR ECLECTIC shades

#### A RANGE OF 8 SHADES

To beautify, intensify, darken, refresh, light up and personalize the existing color. With the glossy nuance HONEY, APRICOT, INTENSE COPPER, INTENSE RED, BEIGE, PEARL, OPAL LILAC GREY, INTENSE VIOLET

#### ACID pH

To seal the hair's cuticles and lock-in color



▶ MANUAL

▶ TECHNICAL POSTER

▶ VIDEO PROMO



▶ TECHNICAL POSTER

▶ VIDEO PROMO

▶ VIDEO TUTORIAL VERTIGO TECHNIQUE







 MANUAL

 VIDEO PROMO

## FRAMCOLOR EXTRA CHARGE

Ready-to-use pigment, with no ammonia, amines and alcohol



READY-TO-USE PIGMENT, WITH NO AMMONIA, AMINES AND ALCOHOL

- Ready-to-use pigments
- Perfect results for all hair types
- Up to 50% more brilliance on existing color
- Lasts up to 10 washes
- Creamy texture, pigmented gel 11 shades that can be mixed together

125 ml



## FRAMESI PROFESSIONAL ACTIVATOR

A customised solution



- Favours the in-depth spreadability and adherency of coloring pigments for rich, long lasting shades
- Natural protective substances prevent moisture loss during application times
- An innovative Complex protects the scalp
- 5-10-15-20-25-30-40 volumes

946 ml

 BROCHURE





## DECOLOR B SYSTEM

Delicacy and versatility

When we talk about decoloring, there are no limits to customer requests, but the stylist's priority is always safety. Safe results and trust in a performing, protective product.

**DECOLOR B** is a complete line that answers the needs of both consumer and professional, with a broad range of formulas designed for every service type and for all types of hair.

 VIDEO PROMO

 BROCHURE





## DECOLOR B SYSTEM

Delicacy and versatility



## DECOLOR B SYSTEM

Delicacy and versatility



## DECOLOR B PRO-FORCE

A new generation matrix for hair protection



## DECOLOR B COOL BLONDE SHAMPOO

Hydrating, illuminating for blonde, grey and streaked hair





## DECOLOR B SYSTEM

Delicacy and versatility



### DECOLOR B DIAMOND

- Fast action
- Lightening power: over 9 LEVELS Very hydrating
- Brilliance effect
- Smoothed, silky, shiny hair
- For all hair types

50 - 500 g

### DECOLOR B INFINITY+

- Fast action for uniform, rapid lightening
- Lightening power: over 10 levels Enriched with fermented Hyaluronic Acid
- Versatile, protective
- Ultra shine effect
- For all hair types

500 g

### DECOLOR B NO DUST

- Progressive action for maximum control of the lightening process
- Lightening power: over 7 LEVELS Ideal for removing color
- Does not swell up
- For fragile and fine hair

500 g

### DECOLOR B CLAY LIGHTENER

AMMONIA AND FRAGRANCE FREE

- Low sensitisation
- Lightening power: over 9 LEVELS
- Maximum hydration of scalp and hair Fragrance-free
- For dry hair

500 g

### DECOLOR B CREAM PLUS

- Specific for at roots decoloring
- Lightening power: over 9 levels
- Maximum scalp protection
- Mixing made easy
- Does not swell up and does not dry

150 ml (212 g)



VIDEO PROMO



#### DECOLOR B PRO-FORCE

introduces an innovative hair protection system during lightening and coloring services. Created by Framesi R&D Department, this treatment prevents hair fibre damage and color changes thanks to a biodegradable plant chelating agent, that stops free radicals forming, and the Polyphyto-complex, a new, 100% plant origin matrix (ECOCERT organic certification).

## DECOLOR B PRO-FORCE

A new generation matrix for hair protection



### PRO-FORCE BONDER

- Hydrates and protects hair during bleaching and coloring
- More intensity and brilliance to cosmetic color

400 ml



### PRO-FORCE SEALER

- Re-builds hair structure after the service
- Gives hair instant light and healthy appearance

1000 ml





Hair that has lost its melanin, either naturally or through decoloring, can have a yellow effect that can be neutralised with a violet pigment like the one in **DECOLOR B COOL BLONDE SHAMPOO**.

Moreover, decolored or depigmented hair has an impoverished structure without water, lipids and all those substances that give it tone and body.

## DECOLOR B COOL BLONDE SHAMPOO

Hydrating, illuminating for blonde, grey and streaked hair



### COOL BLONDE SHAMPOO

- Anti-yellow effect
- Maintains the cool effect
- Delicate cleansing and protection against external agents
- Maximum hydration for a soft, shiny shaft

250 ml



### COOL BLONDE SHAMPOO PLUS

- Maximum anti-yellow power
- Maintains the cool effect
- Delicate cleansing and protection against external agents
- Best hydration for a soft, shiny shaft

1000 ml



 BROCHURE

 VIDEO PROMO

## FRAMESI COLOR METHOD

For long lasting color and a more accurate service



### PRO-TECT CREAM

BARRIER CREAM

- Anti-stain
- Delicate
- Fresh and softening

75 ml

### RELIEF

SOOTHING SPRAY

- Performs an effective, instant, prolonged soothing action
- Alleviates the discomfort of sensitive skin

150 ml

### SHAMPOO GO PH 4.5

ACID PH DETERGENT

- Restores the natural balance of scalp and hair after the coloring service
- Eliminates all color residue

1000 ml

### POST COLOR MASK PH 3

NOURISHING MASK WITH ACID PH

- Stabilising color
- Protects hair
- Intensifies the duration of the color result

1000 ml

### ULTRA VIOLET SHAMPOO

SHAMPOO FOR WHITE, GREY, BLONDE AND HIGHLIGHTED HAIR

- Hydrating, illuminating
- Anti-yellow action

400 ml

### SUPERSMAK

LIQUID CLEANSER

- Removes stains without irritating the skin
- Delicate
- Effective on all types of color

250 ml



SODIUM PCA

#### HYDRATING ACTION

- Elasticity
- Softness
- Shine



FERMENTED MAIN PRINCIPLES

#### ANTI-OXIDISING ACTION

- Enhanced protection of color and scalp



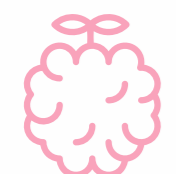
CATIONIC POLYMERS

#### PROTECTIVE ACTION

- Manageability
- Hair resistance







## A FEW FIGURES

- 13 surfactants of which 12 plant-based ones
- 17 natural oils with 3 essential ones
- 5 protein extracts + 3 amino acids
- 8 vitamins
- 20 multifunctional extracts, with 7 fermented ones
- 69 key ingredients

 BROCHURE

 TECHNICAL POSTER

 IN-SALON RITUALS

 HOME ROUTINE

 VIDEO PROMO

## MORPHOSIS

### Hair Treatment Line

#### CONSCIOUS BEAUTY

##### OUR VALUES


Still the symbol of science meeting nature, now MORPHOSIS gives hair the greatest FUNCTIONAL and COSMETIC RESULTS WITH REDUCED ENVIRONMENTAL IMPACT.

- Locally-sourced ingredients
- A technology that preserves the bio-availability of key ingredients
- Recyclable packaging and communication materials from sustainable certified processes

Our choices for a Salon that is in tune with a changing world are not a trend, but shared values.

Because we change. It's natural.

 100% VEGAN

 0% GLUTEN

 0% SLES & SLS

 0% PARABENS

 0% SYNTHETIC COLORS



# MORPHOSIS

Hair Treatment Line



**SCALP**  
CARING FOR THE SCALP



**DENSIFYING**  
DENSIFYING ANTI-LOSS  
FOR SENSITIVE SCALPS



**REINFORCING**  
REINFORCING ANTI-LOSS  
FOR OILY SCALPS



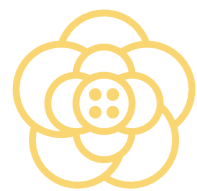
**BALANCE**  
FOR GREASY SCALPS



**PURIFYING**  
FOR DANDRUFF



**RESTRUCTURE**  
FOR DAMAGED HAIR



**REPAIR**  
FOR DULL HAIR



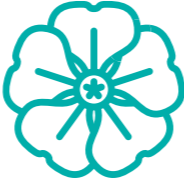
**COLOR PROTECT**  
FOR COLORED HAIR



**SUBLIMIS OIL**  
FOR DRY, DEHYDRATED HAIR



**ULTIMATE CARE**  
FOR FRIZZY AND LIFELESS HAIR



**LOVE EXTENSION**  
FOR THE CARE AND PROTECTION  
OF HAIR WITH AN EXTENSION





Fermented Organic Arnica extract



Zeolite



Microencapsulated Vitamin B12



Kiwi Seeds



Coffee Seed extract



VIDEO PROMO

## SCALP

Caring for the scalp



### SCALP EXFOLIATE

- An intensive pre-shampoo exfoliator that thoroughly cleanses the scalp.
- It removes sebum, dandruff, impurities and the build-up from styling products
- Provides precious nutrients that increase the oxygen flow and blood circulation.

150 ml

### SCALP DESTRESS SHAMPOO

- A soothing, balanced-pH cleanser for sensitive scalps.
- It leaves the hair clean and refreshed, while soothing the scalp.

250 ml / 1000 ml

### SCALP DETOX ESSENCE

- A pre-shampoo detoxifier for an in-depth cleansing of sensitive, dull and stressed scalps.
- It removes impurities while protecting the scalp from pollutants.

150 ml

### SCALP DESTRESS SERUM

- His pool of actives improves scalp oxygenation, soothes inflammation and promotes cell regeneration

100 ml

### SCALP CLEANSING SHAMPOO

- An in-depth cleanser for all hair and scalp types; ideal as part of a regenerating scalp treatment.
- It effectively removes pollutants and build-ups.

250 ml / 1000 ml



## DENSIFYING

DENSIFYING ANTI-LOSS For sensitive scalps



### DENSIFYING SHAMPOO

- This densifying shampoo can be part of a hair loss\* treatment; suitable for sensitive scalps and especially for women.
- A prolonged massage boosts skin micro-circulation.

250 ml / 1000 ml

### DENSIFYING ACTIVATOR

- A densifying activating serum for weak hair
- Suitable for sensitive scalps and especially for women.
- It boosts micro-circulation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure.
- It heats the scalp with beneficial effects.

7 ml x 12



Apple Stem Cells



Tri-C - Peptides



Vanillyl Butyl Ether

VIDEO PROMO

VIDEO PROMO

## REINFORCING

REINFORCING ANTI-LOSS For oily scalps



### REINFORCING SHAMPOO

- A reinforcing shampoo that can be part of a hair loss\* treatment; suitable for greasy scalps, especially for men.
- A prolonged massage boosts skin micro-circulation.

250 ml / 1000 ml

### REINFORCING ACTIVATOR

- A reinforcing activating serum for weak hair
- Suitable for sensitive scalps and especially for men.
- It boosts micro-circulation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure.
- It heats the scalp with beneficial effects.

7 ml x 12

### REINFORCING ENERGIZING SPRAY

- Energizing treatment for scalp and weak hair.
- Supports and extends the effect of the hair loss\* ritual
- Leaves the hair thick and bouncy, without weighing it down.

150 ml

\*Helps to prevent hair loss. For non-pathological hair loss.



## BALANCE

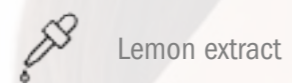
For greasy scalps



### BALANCE SHAMPOO

- It rebalances and regulates sebum activity
- It leaves the scalp fresh and healthy, with hair that stays light and clean for longer.

250 ml / 1000 ml



Lemon extract



100%-natural  
Mint Essential Oil



Zinc-PCA



Bio-technological  
Chinotto extract



Tea Tree Oil

## PURIFYING

For dandruff



### PURIFYING SHAMPOO

- It gently cleanses and soothes the scalp, while fighting and preventing dandruff.

250 ml / 1000 ml

### PURIFYING SPRAY

- A purifying and refreshing spray that combats dandruff
- It soothes itchy and sensitive scalps
- It has purifying, astringent and disinfectant ingredients.

100 ml



 VIDEO PROMO

## RESTRUCTURE

For damaged hair


 SALON TREATMENT

### RESTRUCTURE SHAMPOO

- A revitalizing, restructuring shampoo that extends the beneficial effects of salon treatments.
- It repairs the hair shafts from within.

250 ml / 1000 ml

### RESTRUCTURE CONDITIONER

- It reinforces and restores the natural hair fibers.

250 ml / 1000 ml

### RESTRUCTURE LEAVE-IN

- A revitalizing emulsion for damaged hair.
- it conditions and revives the hair, leaving it soft and shiny.

150ml

### RESTRUCTURE HAIR BEAUTY ELIXIR

- Regenerating, restructuring mask for hair
- Restores the natural hair fibre structure
- Repairs the damaged parts, recompacting and sealing cuticles

150ml

### RESTRUCTURE REVITALISING SHAMPOO

#### STEP 1

- It deeply cleanses, removes impurities and leaves the hair soft, hydrated and ready to receive the regenerative treatment.

1000 ml

### RESTRUCTURE EXPRESS FILLER

#### STEP 2

- A reparative hair gel.
- It plumps up, repairs and transforms the hair fibres.

1000 ml

### RESTRUCTURE PRECIOUS FLUID

#### STEP 3

- An intensive hair taming treatment.
- It repairs the natural structure of the hair fibers, while smoothing and plumping up the cuticles.
- It leaves damaged hair extremely soft, silky and glossy, for a truly healthy look.

1000 ml



Fermented Rice extract

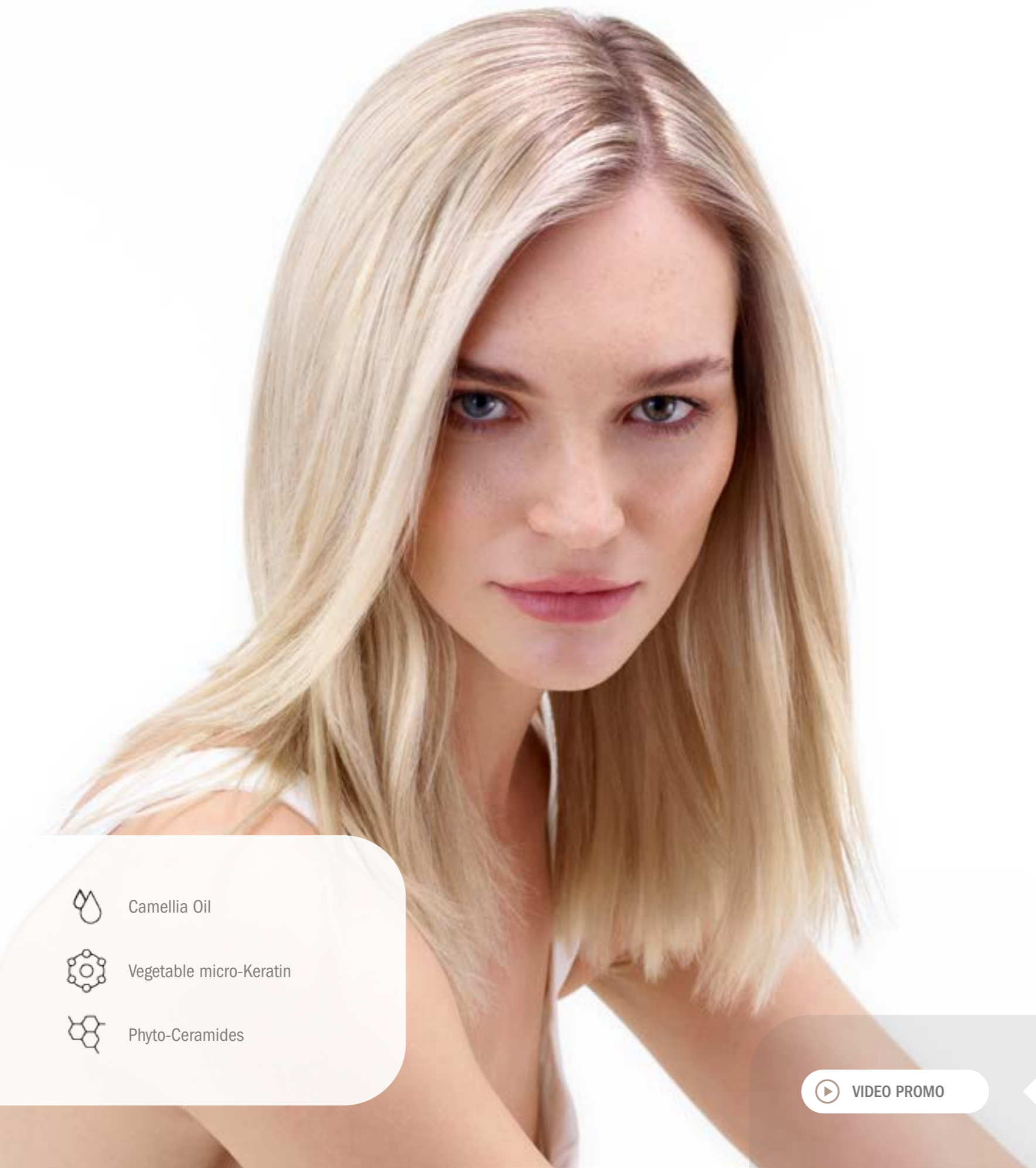


Vegan Collagen



Peptides and Amino Acids





Camellia Oil



Vegetable micro-Keratin



Phyto-Ceramides



VIDEO PROMO

## REPAIR

For dull hair



### REPAIR SHAMPOO

- It deeply repairs and revives the hair fibers with tangible moisturizing and restorative results.

250 ml / 1000 ml

### REPAIR VELVET

- A repairing fluid that plumps up the hair.
- It fills porous hair, leaving it smooth and plump, and removing frizz.

100 ml

### REPAIR CONDITIONER

- For normal and fine hair.
- It repairs the hair shafts, leaving the hair soft and shiny without weighing it down.

250 ml / 1000 ml

### REPAIR PLUMPING MOUSSE LEAVE-IN

- Leave-in conditioner for fine hair.
- It conditions and moisturizes the hair, leaving it manageable, bouncy and shiny.

150 ml

### REPAIR RICH TREATMENT

- For medium-thick hair,
- It leaves damaged hair soft and manageable.

250 ml / 500 ml



## COLOR PROTECT

For colored hair



### COLOR PROTECT SHAMPOO

- Hydrates and protects colored hair.
- It gently cleanses the hair to stop color from fading.

250 ml / 1000 ml

### COLOR PROTECT CONDITIONER

- For normal and fine hair.
- It protects the hair fibers from external aggressions and keeps the color rich and glossy.

250 ml / 1000 ml

### COLOR PROTECT INTENSIVE TREATMENT

- For medium-thick hair.
- It hydrates and protects colored hair.
- It nourish and plump up the hair.

250 ml / 500 ml



Raspberry Extract



Bio liquefied Olive Extract

▶ VIDEO PROMO







 Passionflower Seed Oil

 Apricot Oil

 Argan Oil

 Baobab Oil

 Vitamin E

 VIDEO PROMO

## SUBLIMIS OIL

For dry, dehydrated hair



### SUBLIMIS OIL SHAMPOO

- It repairs the hair fibers and replenishes hydration and shine.
- For a soft, silky hair.

250 ml / 1000 ml

### SUBLIMIS OIL ALL DAY EMULSION

- An instantly-effective emulsion for dehydrated hair.
- It hydrates and leaves the hair soft and silky.

150 ml

### SUBLIMIS OIL CONDITIONER

- For normal and fine hair..
- It brings hydration and shine back for a hair that is instantly manageable, full and bouncy.

250 ml / 1000 ml

### SUBLIMIS OIL PURE

- For medium-thick hair.
- It hydrates the hair, leaving it shiny, soft and manageable.

100 ml

### SUBLIMIS OIL DEEP TREATMENT

- For medium-thick hair.
- This intensely softening pack replenishes minerals and nutrients, leaving very dry hair beautiful and revived.

250 ml / 500 ml

### SUBLIMIS OIL SERUM

- An intensive, instantly-effective and hydrating treatment that gives dull and dry hair back its natural brilliance.
- It re-compacts shaft surface leaving hair with a silky soft touch.

15 ml x6



VIDEO PROMO

## ULTIMATE CARE

For frizzy and lifeless hair



SALON  
TREATMENT

### ULTIMATE CARE SHAMPOO

STEP 1

- Shampoo for frizzy, lifeless hair
- Disciplines and hydrates the hair fibre with an in-depth, anti-frizz, revitalising effect

1000 ml

### ULTIMATE CARE MAXIMIZER

STEP 2

- Instant disciplining, enhancing serum for frizzy, lifeless hair
- Helps restore the hair fibre's hydro-lipidic barrier in depth, nourishing hair and amplifying the glossy effect

1000 ml

### ULTIMATE CARE TREATMENT

STEP 3

- Treatment that instantly revitalises frizzy, lifeless hair
- Completes the disciplining treatment by sealing the hair fibre with a protective film that counters the frizz effect and protects against damp

1000 ml

### ULTIMATE CARE SHAMPOO

- Revitalising shampoo
- Disciplines and hydrates the hair fibre with an in-depth anti-frizz effect

250 ml

### ULTIMATE CARE CONDITIONER

- Disciplining, revitalising, glossy effect conditioner
- Penetrates and nourishes the hair fibre making it soft

250ml



Fermented Extract of Peony



Hyalorice



Ascorbyl Tetraisopalmitate





Fermented Extract of Althea



Soy Proteins

## LOVE EXTENSION

For the care and protection of hair with an extension



### LOVE EXTENSION SHAMPOO

- Soothing, softening properties
- Cleanses gently and hydrates without weighing hair with extensions down, making it easy to disentangle

250 ml

### LOVE EXTENSION CONDITIONER

- Helps disentangle the knots that could form where the extension is applied
- Hair remains extremely easy to comb, soft and silky

250 ml





## **FOR ME** UNIQUE. INDIVIDUAL. SPECIAL. CONTEMPORARY.

Your versatile styling, in all its forms.

The new finishing and styling line formulated with an innovative main principle, extremely effective against environmental pollution.

Unique, individual, special, contemporary.

The purpose of FOR-ME is to enhance hair beauty, whilst enjoying exploring new roads.

With FOR-ME, anyone will feel unique and can chose his/her own individual style with extreme ease.

 BROCHURE

 VIDEO PROMO





# FOR ME

UNIQUE. INDIVIDUAL. SPECIAL. CONTEMPORARY.



**FOR-ME**  
CURL & VOLUME



**FOR-ME**  
SMOOTH & DISCIPLINED



**FOR-ME**  
SHAPE



**FOR-ME**  
FINISH





 BROCHURE

 VIDEO TUTORIAL  
308 + 124

 VIDEO TUTORIAL  
223 + 406

## FOR-ME CURL & VOLUME

WHAT MAKES ME **UNIQUE**?



### 308 ELEVATE ME CURL CREAM

- Definition and intense hydration Cream texture for defined curls
- Anti-frizz effect
- For curly hair
- Hold factor 3

150 ml

### 223 BRING ME TO THE BEACH SALT SPRAY

- Texturing salt spray for “beach waves”
- Anti-frizz effect
- For wavy styles
- Hold factor 2

150 ml

### 302 PUMP ME UP SPRAY

- Body and volume on roots and lengths
- With anti-pollution filming agents, heat-resistant and anti mechanical stress
- For all hair and style types
- Hold factor 3

200 ml

### 227 WAKE ME UP CURL SPRAY

- Reactivates curls
- Renews the movement of wavy locks
- Hydrates in depth without weighing hair down
- Hold factor 2

150 ml

### 401 GIVE ME BODY MOUSSE

- Volumizing for structured styling
- Lasting support and anti static effect
- Protection against heat and mechanical stress
- Hold factor 4

300 ml

### 222 SHAPE ME GLAZE

- Natural support for wavy and straight styles
- Long-lasting shapeable styling
- Repairs the imperfections of lengths
- Hold factor 2

200 ml

### 221 MAKE ME WAVY SPRAY

- Definition, ideal before the iron
- Long-lasting waves and movements
- Protection against heat
- Hold factor 2

150 ml

### 326 SHINE ME BRIGHTLY CURL SPRAY

- Volume control and maximum shine
- Defined curls, prolonged hydration
- Fights humidity, contrasting the frizz effect
- Hold factor 3

200 ml





▶ VIDEO TUTORIAL  
120 + 412

▶ VIDEO TUTORIAL  
119

▶ VIDEO PROMO  
128

## FOR-ME SMOOTH & DISCIPLINED

WHAT MAKES ME **INDIVIDUAL**?



### 119 SHINE ME BRIGHTLY SUPER COAT

- For mirror effect straight styling
- Completely straight and unbeatable shine
- Water-proofing, rejects water
- Hold factor 1

150 ml

### 120 DETANGLE ME SPRAY

- Manageability and hydration
- For all long hair types
- Disentangling illuminating hydrating and nourishing
- Hold factor 1

200 ml

### 218 SMOOTH ME SERUM

- Straight, soft with body
- For disciplined styles
- Light, natural hold
- Hold factor 2

150 ml

### 128 PROTECT ME THERMO SPRAY

- Protection from the heat of iron, dryer and straightener
- Smooth, soft, hydrated hair
- Anti-dehydration protection
- Hold factor 1

200 ml





VIDEO TUTORIAL  
120 + 412

VIDEO TUTORIAL  
314

## FOR-ME SHAPE

WHAT MAKES ME **CONTEMPORARY**?



### 609 KEEP ME STRONG GLUE

- Extreme hold
- For sculpted styles
- Effective on very long locks
- Hold factor 6

150 ml

### 110 BLEND ME SILVER GEL

- Anti-yellow shining
- Masks grey and white hair
- Composed, but soft locks
- Hold factor 1

150 ml

### 413 MATT ME CLAY

- Strong hold
- For matt effect styling
- Re-shapable flexibility
- Hold factor 4

80 ml

### 515 MATT ME STRONGLY PASTE

- Matt, extra strong finish
- For lasting styles
- Structured hold shapeable locks
- Hold factor 5

80 ml

### 416 GLOSS ME STRONGLY FIBRE GUM

- Shape and movement, shine effect
- For dynamic styling
- Brilliant, sustained locks
- Hold factor 4

80 ml

### 314 GLOSS ME WAX

- Re-shapeable control
- For semi-shiny styles
- Pre-drying support support for finishing
- Hold factor 3

80 ml

### 103 REFRESH ME DRY SHAMPOO

- Instant volume
- To create, revive, raise
- Absorbs excess sebum giving instant fresh sensation
- Hold factor 1

150 ml

### 411 DEFINE ME GEL

- Strong, precise hold
- For defined styles
- No frizz action
- Hold factor 4

150 ml

### 412 KEEP ME 24H WET GEL

- Extra shiny hold
- For wet effect styling
- Long lasting flexible hold
- Hold factor 4

150 ml







▶ VIDEO TUTORIAL  
308 + 124

▶ VIDEO TUTORIAL  
223 + 406

▶ VIDEO TUTORIAL  
225 + 504

## FOR-ME FINISH

WHAT MAKES ME **SPECIAL?**



### 406 HOLD&BRUSH ME HAIRSPRAY

- Strong, re-shapeable hold
- For decided styles anti-humidity protection
- Re-brushable and re-applicable
- Hold factor 4

75 e 500 ml

### 504 HOLD ME STRONGLY HAIRSPRAY

- No gas strong hold
- For structured styles
- Fast drying
- Hold factor 5

300 ml

### 607 HOLD ME EXTREMELY HAIRSPRAY

- Extra strong hold
- For absolute control of styles and chignons
- Control of the longer locks
- Hold factor 6

500 ml

### 117 SHINE ME SPLIT ENDS ESSENCE

- Multi-function perfecting serum
- Re-compacts split ends
- For hair that is always perfect
- Hold factor 1

50 ml

### 124 GLOSS ME SPRAY

- Ultimate brilliance
- Bouncy hair
- Lasting scent
- Hold factor 1

150 ml





## FRAMESI STRAIGHTENING SYSTEM

THE NEW STRAIGHTENING  
SYSTEM PERFECT FOR ALL  
HAIR TYPES

You can customize perm strength for any type of hair, from healthy to damaged. With cationic formula and **Hydro-Care Complex\***, the hair remains shiny and soft without damage.

\* Hydro-Care Complex (Hydrolized Soy Protein\*, Hydrolized Vegetable Protein\*, Camellia Oleifera Seed Oil\*)

 MANUAL





## FRAMESI STRAIGHTENING SYSTEM



### FRAMESI STRAIGHTENING SYSTEM REGULAR

— Suitable for normal/sensitized hair  
or it can be mixed with FRAMESI STRAIGHTENING SYSTEM MILD  
for treated hair (1:1) or multiple treated hair (1:2)

280 ml

### FRAMESI STRAIGHTENING SYSTEM MILD (PH NEUTRO)

— Suitable for extremely treated/bleached hair, or it can be  
mixed with FRAMESI STRAIGHTENING SYSTEM REGULAR for  
treated hair (1:1) or multiple treated hair (2:1)

280 ml

### FRAMESI STRAIGHTENING SYSTEM STRONG

— Suitable for resistant hair

280 ml

### FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER

— To be used with FRAMESI STRAIGHTENING  
SYSTEM STRONG/REGULAR/MILD

280 ml





## FRAMESI WAVING SYSTEM

THE NEW WAVING SYSTEM PERFECT FOR ALL HAIR TYPES

Is rich in protective, conditioning ingredients to wave hair without damage.

Thanks to its cationic formula and **Hydro-Care Complex\***, hair stays soft and shiny with no damage.

\* Hydro-Care Complex (Hydrolized Soy Protein\*, Hydrolized Vegetable Protein\*, Camellia Oleifera Seed Oil\*)

 MANUAL

 VIDEO BEFORE/AFTER

 VIDEO TUTORIAL





## FRAMESI WAVING SYSTEM



### FRAMESI WAVING SYSTEM 0

— Suitable for resistant hair

500 ml

### FRAMESI WAVING SYSTEM 1

— Suitable for normal/slightly damaged hair

500 ml

### FRAMESI WAVING SYSTEM 2

— Suitable for treated/colored/damaged hair

500 ml

### FRAMESI WAVING SYSTEM NEUTRALIZER

— To be used with FRAMESI WAVING SYSTEM 0/1/2

1000 ml

### FRAMESI PERM SYSTEM PROTECTIVE SERUM

— To be applied before and after each treatment with FRAMESI STRAIGHTENING & WAVING SYSTEM to protect the hair's most porous areas and to detangle

150 ml



# FRAMESI SMOOTHING SYSTEM

THE SMOOTHING  
SYSTEM WITH KERASEA  
COMPLEX FOR HAIR LIKE  
SILK

 MANUAL

 VIDEO  
BEFORE/AFTER

 VIDEO TUTORIAL



## FRAMESI SMOOTHING SYSTEM

Suited for caucasian, afro-american and asian hair.  
Fights the frizz effect.  
Maintains hair hydrated, soft and shiny.  
Protects against humidity and external agents.



### FRAMESI SMOOTHING SYSTEM SHAMPOO

— Purifying pH acid shampoo with active plant principles

400 ml

### FRAMESI SMOOTHING SYSTEM CONDITIONER

— Intensive hydrating, sealing system to perfect the smoothing treatment, giving hair a fluid texture and an extraordinary, lasting shine

400 ml

### FRAMESI SMOOTHING SYSTEM FLUID PLUS

— Acid-based, smoothing fluid which, helped by heat, reshapes the keratin links eliminating the frizz effect and making hair smooth, silky and shiny

400 ml



Maintain results over time



### FRAMESI SMOOTHING SYSTEM CARING SHAMPOO

— Delicate, conditioning shampoo, studied to prolong the Framesi Smoothing System treatment smoothing effect

250 ml

### FRAMESI SMOOTHING SYSTEM MOISTURIZING LEAVE-IN

— Instant conditioning spray for hair treated with Framesi Smoothing

150 ml





## FRAMESI HAND GEL



### FRAMESI HAND GEL

- Quick-acting sanitizing hand gel
- Gently cleanses without using water
- Leaves the skin soft and hydrated
- Contains 65% ethyl alcohol, lemon essential oil, organic mallow extract

100 - 400 ml





 BROCHURE

 VIDEO PROMO 1

 BARBER RITUALS

*Framesi*  
BARBER GEN  
SINCE 1950



## FRAMESI BARBER GEN

### MEN.

Increasingly looking after themselves, now they want to enjoy the luxury of an exclusive tailor-made service from a professional barber. It is for them that a new label has been created Framesi Barber Gen.

**It is for them that a new label has been created Framesi Barber Gen.**

An international brand with a long history in professional hairstyling, Framesi created its first hair pomade back in 1950.

Now it's proudly going back to its roots and putting its expertise at the service of the new Barber Generation.

With a 360-degree hair and beard range, **Framesi Barber Gen** brings into specialist salons and barber corners all the unique quality, research and style of its products. To support the professionals' success, in an increasingly powerful and effective manner.





## HAIR AND BEARD



### ICE TONIC

A SOOTHING, REFRESHING LOTION FOR THE FACE AND SKIN

- Ideal after shaving
- It instantly soothes any redness or irritation
- Persistently fresh feeling

100 ml

### HAIR AND BEARD NATURAL BALM

HAIR AND BEARD CONDITIONER

- Ideal for frequent use
- It contains 98% naturally-sourced ingredients
- Gives softness and hydration

100 ml – 250 ml

### HAIR AND BEARD NATURAL CLEANSER

HAIR AND BEARD SHAMPOO

- Ideal for frequent use
- It contains 98% naturally-sourced ingredients
- It cleanses and leaves a nice scent, softens and moisturizes
- Scalp and face feeling light and fresh

100 ml – 250 ml





## BEARD



### BEARD OIL

NOURISHING, SOFTENING BEARD OIL

- Idrata e lucida
- Ammorbidisce e disciplina anche le barbe più lunghe
- Non unge

100 ml

### AFTER SHAVE CREAM

AFTERSHAVE CREAM

- Moisturising and softening
- It is easily absorbed
- Leaves the skin of your face soft and firm, with no greasy feelings

100 ml

### BEARD DRY CLEANSER

BEARD GEL WITH SANITIZING ACTION

- Scented with essential lemon, peppermint and tea tree oils
- Formulated to cleanse your beard when you are not at home
- It refreshes and cleanses deeply, leaving your beard soft and moisturised

100 ml





▶ VIDEO TUTORIAL 1

▶ VIDEO TUTORIAL 2

▶ VIDEO TUTORIAL 3

## HAIR



### DETOX SHAMPOO

SPECIFICALLY FORMULATED TO DEFEAT DANDRUFF, WHILE RESPECTING THE HYDRO-LIPID BALANCE

- It has a deeply purifying and detoxifying effect
- Prevents a flaky scalp
- Enriched with organically-sourced lemon and orange extracts

250 ml

### VOLUMIZING LOTION

A VOLUMIZING SPRAY, IDEAL FOR FINE HAIR

- Natural volume that lasts all day
- Hair fibre looks thicker
- Bouncier and lighter texture

100 ml - 250 ml

### FORTIFYING SHAMPOO

SPECIFIC FOR FINE AND FRAGILE MEN'S HAIR, IT GIVES BODY AND THICKNESS

- With extracts of grape, incense and ginger of biological origin
- Brings more density and volume to fine hair
- For easier hair to keep healthy

250 ml

### OPAQUE POMADE

EXTRA-STRONG MATT POMADE

- Perfectly controlled locks
- Firmly set

100 ml

### FORTIFYING SPRAY

A REVITALISING, STRENGTHENING LOTION FOR MEN'S FINER, WEAKER HAIR

- Stronger stem shaft and firmer roots
- Thicker, denser texture
- Makes any hairstyle last longer
- Perfect both before and after drying

100 ml

### GLAZING WAX

STRONG-HOLD WET-LOOK WAX

- For sculpted, firm and shiny locks, all day long.

100 ml

### LEAVE-IN SPRAY

A NO-RINSE CONDITIONING SPRAY, SPECIFICALLY FORMULATED FOR MEN'S HAIR

- Moisturising and detangling
- It keeps the hair soft and shiny, with no greasy feelings
- Ideal to instantly set any hair type

100 ml

### PASTE

STRONG-HOLD MATT WAX

- Perfect to control your hairstyle
- Natural-looking satin finish

100 ml

### REBALANCING SHAMPOO

SPECIFICALLY FORMULATED FOR GREASY SCALPS, LEAVES THE HAIR SOFT AND MANAGEABLE

- Astringent and refreshing effect
- With red grapes extracts and ginger, organically-sourced
- This shampoo helps normalise the activity of the sebaceous glands

250 ml





[www.framesi.it](http://www.framesi.it)

