



**\$210**  
**SAVE**  
**59%**

**FRAMCOLOR**

# 2001 INTENSE

PERMANENT HAIRCOLOR

**PROCESSES IN HALF THE TIME!**

## INTRO OFFER

(see back for details)



- 100% Gray Coverage - Condition & Shine
- Non-progressive Formulation
- Processes True to Level - Can Pull Through The Ends
- Up to 4 Levels of Lift
- Vegan, Gluten FREE
- 34 Luminous, HI-FI Shades - Naturals, Violets, Reds, Coppers & Toners
- 2 Clients Per Tube, Low Cost! 1:2 Mix Ratio
- Longevity, No Fadage!

framesi reserves the right to modify the introductory offer contents at any time for backordered products with products of equal or lesser value.



**FRAMCOLOR**  
**2001**  
**INTENSE**  
 PERMANENT HAIRCOLOR

**\$210**  
**SAVE**  
**59%**

FRAMCOLOR 2001 INTENSE SHADE CONTENTS					
1 4.00	1 8.021	1 8.031	1 8.044	1 4.066	
1 6.00	1 4.024	1 6.036	1 6.046	1 5.066	
1 7.00	1 6.024	1 8.036	1 8.046	1 10.00	
1 8.00	1 8.024	1 9.036	1 5.055	1 10.62	
1 6.021	1 6.031	1 6.044	1 6.055	1 10.66	

Qty.	DESCRIPTION
25	Tubes Framcolor 2001 <b>INTENSE</b>
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>
1	Framesi Professional Activator 20
1	Framesi Professional Activator 30
1	Framesi Professional Activator 40
2	Metal Tube Keys
2	Color Application Brushes
1	Framcolor 2001 <b>INTENSE</b> Comparison Guide
1	Framcolor 2001 <b>INTENSE</b> Technical Manual
1	Framcolor 2001 <b>INTENSE</b> Wallchart
1	Framcolor 2001 Technical Manual
1	Framcolor 2001 Wallchart
1	Framesi Color Method Marketing Brochure
1	Framesi Color Lover Marketing Brochure
1	Framcolor 2001 <b>INTENSE</b> /Framcolor 2001 Swatchbook

**Salon Intro Cost:** \$210.00  
**Salon Value:** \$544.98  
**Salon Savings:** \$334.98/59%

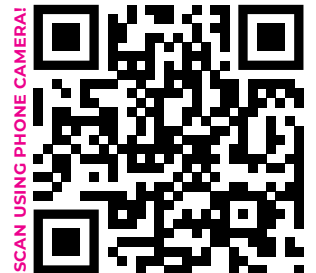


*Interactive learning via Zoom is available for all framesi Color Lines.*

*Scan now or contact Jessica Ritchie at*

*[jritchie@framesi-na.com](mailto:jritchie@framesi-na.com)*

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 Leetsdale, PA 15056



**INTRO**  
**2**

**\$199**

**INVEST & RECEIVE:**

- 19 TUBES FRAMCOLOR GLAMOUR
- 2 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- COLOR METHOD PRODUCTS
- COLOR LOVER PRODUCTS
- BY HAIRSPRAY STRONG LAVA
- BRUSH, BOWL, TUBE KEY
- TECHNICAL MANUAL
- SWATCH BOOK
- WALLCHART



**22 PERMANENT SHADES + MORE!**



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QTY.	DESCRIPTION	
19	Tubes Framcolor Glamour	2 fl. oz./60 mL - 3.5 fl. oz./100 mL
2	Tube Framcolor Eclectic	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Framesi Professional Activator 10	32 oz./946 mL
1	Framesi Professional Activator 20	32 oz./946 mL
1	Framesi Professional Activator 30	32 oz./946 mL
1	Framesi Professional Activator 40	32 oz./946 mL
1	Framcolor Glamour Swatch Book	
1	Framcolor Glamour Wallchart	
1	Framcolor Glamour Technical Manual	
1	Color Method Shampoo Go	33.8 oz./1000 mL
1	Color Method Post Color Mask	33.8 oz./1000 mL
1	Color Method Super Smak	5 oz./150 mL
1	Decolor B Diamond	18 oz./500 g
1	Framesi Color Lover Moisture Rich Shampoo	16.9 oz./500 mL
1	Framesi Color Lover Moisture Rich Conditioner	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Shampoo	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Conditioner	16.9 oz./500 mL
1	Framesi Color Lover Primer 11	8.5 oz./250 mL
1	BY Lava Hairspray Strong	10oz.
1	Applicator Brush	
1	Plastic Mixing Bowl	
1	Plastic Measurer Beaker	
1	Tube Key	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framcolor Eclectic Wallchart	
1	Framcolor Eclectic CARE Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	Decolor B Marketing Brochure	
1	Color Method Marketing Brochure	

Salon Intro Cost: \$199.00  
 Salon Value: \$591.86  
 Salon Savings: \$392.86/66%

# INTRO 2

## FRAMCOLOR GLAMOUR SHADE CONTENTS:

1 4	1 9.46	1 6.36
1 6	1 6.56	1 8.36
1 8	1 8.4	1 5.64
1 5.66	1 6.34	1 7.64
1 7.12	1 8.34	1 7.26
1 4.46	1 12.62	1 9.6
1 6.46		

## FRAMCOLOR ECLECTIC SHADE CONTENTS:

1 6IN	1 0E
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Interactive learning via Zoom is available for all framesi Color Lines.

Scan now or contact Jessica Ritchie at

[jritchie@framesi-na.com](mailto:jritchie@framesi-na.com)



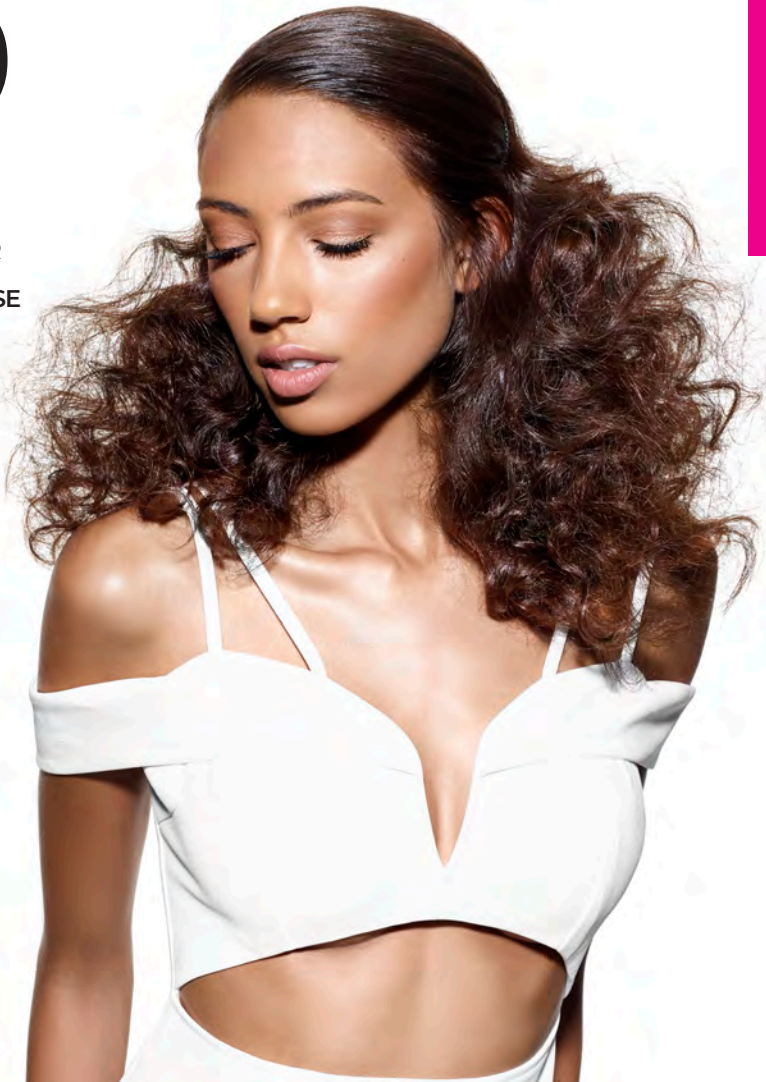




**\$399**

**INVEST & RECEIVE:**

- 54 TUBES FRAMCOLOR GLAMOUR
- 5 TUBES FRAMCOLOR 2001 INTENSE
- 2 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- COLOR METHOD PRODUCTS
- COLOR LOVER PRODUCTS
- BY HAIRSPRAY STRONG LAVA
- BRUSHES, BOWLS, TUBE KEYS
- TECHNICAL MANUAL
- SWATCHBOOK
- WALLCHARTS



**59 PERMANENT SHADES + MORE!**



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QTY.	DESCRIPTION	
54	Tubes Framcolor Glamour	2 fl. oz./60 mL 3.5 fl. oz./100 mL
2	Tubes Framcolor Eclectic	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Framesi Professional Activator 10	32 oz./94 mL
1	Framesi Professional Activator 20	32 oz./94 mL
1	Framesi Professional Activator 30	32 oz./94 mL
1	Framesi Professional Activator 40	32 oz./94 mL
1	Framcolor Glamour Swatch Book	
1	Framcolor Glamour Wallchart	
1	Framcolor Glamour Technical Manual	
1	Color Method Shampoo Go	33.8 oz./1000 mL
1	Color Method Supersmak	8.5 fl. oz./250 mL
1	Color Method Post Color Mask	5 oz./150 mL
1	Decolor B Diamond	18 oz./500 g
1	Framesi Color Lover Curl Pudding	6 oz./177 mL
1	Framesi Color Lover Moisture Rich Shampoo	16.9 oz./500 mL
1	Framesi Color Lover Moisture Rich Conditioner	16.9 oz./500 mL
1	Framesi Color Lover Primer 11	8.5 oz./250 mL
1	BY Lava Hairspray Strong	10 oz./283 g
2	Applicator Brushes	
2	Plastic Mixing Bowls	
2	Plastic Measurer Beaker	
2	Tube Keys	
1	Framcolor Eclectic Wallchart	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framcolor Eclectic CARE Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	BY framesi™ Lava/Pearl Marketing Brochure	
1	Decolor B Marketing Brochure	
1	Color Method Marketing Brochure	

Salon Intro Cost: **\$399.00**  
 Salon Value: **\$900.90**  
 Salon Savings: **\$501.90/56%**

# INTRO 1

## FRAMCOLOR GLAMOUR SHADE CONTENTS:

1 2	1 8.12	1 5.56	1 12
1 3	1 6.64	1 6.56	1 12.62
3 4	1 6.66	1 7.56	1 12.31
3 5	1 4.46	1 6.4	1 12.12
3 6	1 5.46	1 8.4	1 6.36
3 7	1 6.46	1 7.34	1 8.36
1 8	1 7.46	1 8.34	1 9.36
1 9	1 8.46	1 7.26	1 4.64
1 10	1 9.46	1 8.6	1 5.64
1 5.12	1 5.52	1 9.6	1 7.64
2 6.12	1 4.65	1 6.22	
2 7.12	1 5.66	1 9.56	

## FRAMCOLOR ECLECTIC SHADE CONTENTS:

1 6IN	1 OE
-------	------

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**\$215**

**INVEST & RECEIVE:**

- 15 TUBES FRAMCOLOR FUTURA
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- MIXCOLOR<sup>®</sup> CREMA
- DECOLOR B DIAMOND
- FRAMESI COLOR LOVER PRODUCTS
- FRAMESI COLOR METHOD PRODUCTS
- BY FRAMESI<sup>™</sup> PRODUCTS (PEARL/LAVA)
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BRUSHES, BOWLS, TUBE KEYS



**18 PERMANENT SHADES + MORE!**



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# INTRO 2

## FRAMCOLOR FUTURA SHADE CONTENTS:

1 4N	1 5C	1 8DS
1 5N	1 7C	1 7TR
1 6N	1 6D	1 6RS
1 7N	1 5M	1 SSA
1 8N	1 6R	1 5NN
1 9N	1 8R	1 7NN

QTY.	DESCRIPTION	
18	Tubes Framcolor FUTURA®	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Framesi Professional Activator 20	32 fl. oz./946 mL
1	Mixcolor® Crema	32 fl. oz./946 mL
1	Decolor B Diamond	18 oz./500 g
1	Color Method Shampoo Go	33.8 oz./1000 mL
1	Color Method Post Color Mask	5 oz./150 mL
1	BY Lava Hair Spray Strong	10 oz./283 g
1	Color Lover Primer II	8.5 oz./250 mL
1	Applicator Brush	
1	Plastic Mixing Bowl	
1	Plastic Measurer Beaker	
1	Tube Key	
1	Framcolor Futura® Technical Manual	
1	Framcolor Futura® Swatch Book	
1	Framcolor Futura® Wallchart	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	BY framesi™ Lava/Pearl Marketing Brochure	
1	Framcolor Futura® Color Comparison Guide	
1	Mixcolor Technical	
1	Mixcolor Marketing Leaflet	
1	Decolor B Marketing Brochure	
1	Color Method Marketing Brochure	

<b>Salon Intro Cost:</b>	<b>\$215.00</b>
Salon Value:	\$550.17
Salon Savings:	\$335.17/61%

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**\$599**

**INVEST & RECEIVE:**

- 88 TUBES FRAMCOLOR FUTURA
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- FRAMESI COLOR LOVER PRODUCTS
- FRAMESI COLOR METHOD PRODUCTS
- BY FRAMESI™ STYLING PRODUCTS
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BRUSHES. BOWLS. TUBE KEYS



**88 PERMANENT SHADES + MORE!**



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# INTRO 1

Color Intro packed in two boxes. \*Denotes items in Box 2

## FRAMCOLOR FUTURA® SHADE CONTENTS:

1 1N	3 5C	2 6R	1 6XN
1 2N	3 6C	1 7R	1 7XN
2 3N	3 7C	2 8R	2 4NN
4 4N	2 8C	1 7TR	3 5NN
4 5N	1 9C	1 6DS	4 6NN
4 6N	1 10C	1 6RS	3 7NN
4 7N	2 6D	2 SSA	1 8NN
4 8N	2 7D	2 SSB	1 9NN
2 9N	3 8D	2 SSC	2 7A
2 10N	1 9D	2 SSPLUS	
1 4C	3 5M	1 5XN	

## FRAMCOLOR ECLECTIC SHADE CONTENTS:

1 6IN	1 0E
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QTY.	DESCRIPTION	
88	Tubes Framcolor FUTURA®	2 fl. oz./60 mL
2	Tubes Framcolor Eclectic	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Ossidorr® 15 *	33 oz./946 mL
1	Ossidorr® 20	33 oz./946 mL
1	Framesi Professional Activator 10 *	32.8 oz./946 mL
1	Framesi Professional Activator 25	32.8 oz./946 mL
1	Framesi Professional Activator 30 *	32.8 oz./946 mL
1	Framesi Professional Activator 40 *	32.8 oz./946 mL
1	Decolor B Diamond *	18 oz./500 g
1	Color Method Shampoo Go *	33.8 oz./1000 mL
1	Color Method Post Color Mask *	5 oz./150 mL
1	Color Method Super Smak *	8.5 fl. oz./250 mL
1	Color Method Relief *	5.1 oz./150 mL
1	Color Method Gray Color Booster *	3 fl. oz./90 mL
1	BY Hair Spray Strong - Lava *	10 oz./283 g
1	BY Sparkling Mousse Strong - Lava *	6.9 oz./194 g
1	Framesi Color Lover Moisture Rich Shampoo *	16.9 oz./500 mL
1	Framesi Color Lover Moisture Rich Conditioner *	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Shampoo *	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Conditioner *	16.9 oz./500 mL
1	Framesi Color Lover Primer 11 *	8.5 oz./250 mL
1	Framesi Color Lover Curl Pudding	6 oz./177 mL
2	Applicator Brushes *	
2	Mixing Bowl *	
2	Plastic Measures *	
2	Tube Keys *	
1	Framcolor Futura® Technical Manual	
1	Framcolor Futura® Swatch Book	
1	Framcolor Futura® Paper Wallchart	
1	Framcolor Eclectic Paper Wallchart *	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framcolor Eclectic CARE Marketing Brochure *	
1	BY framesi™ Lava/Pearl Marketing Brochure *	
1	Framcolor Futura® Color Comparison Guide	
1	Framcolor Eclectic Color Comparison Guide *	
1	Mixcolor Technical *	
1	Mixcolor Marketing Leaflet *	
1	Decolor B Marketing Brochure *	
1	Color Method Marketing Brochure *	

Salon Intro Cost: **\$599.00**

Salon Value: \$1,598.35

Salon Savings: \$999.35/63%

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\$210

**INVEST & RECEIVE:**

- 32 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- TECHNICAL MANUAL
- WALLCHARTS
- COLOR COMPARISON GUIDE
- SWATCH BOOK
- BRUSHES, SHAKER, TUBE KEYS



**32 DEMI-PERMANENT SHADES + MORE!**



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QTY.	DESCRIPTION	
32	Tubes Framcolor Eclectic	2 fl.oz./60 mL
1	<b>FREE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Framesi Professional Activator 10	32 oz./946 mL
1	Framesi Professional Activator 15	32 oz./946 mL
2	Applicator Brushes	
1	Universal Shakers	
2	Tube Keys	
1	Framcolor Eclectic/Eclectic Care Swatch Book	
1	Framcolor Eclectic Wallchart	
1	Framcolor 2001 INTENSE Wallchart	
1	Framcolor Eclectic/Eclectic CARE Technical Manual	
1	Framcolor Eclectic Color Comparison Guide	
1	Framcolor 2001 INTENSE Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	Color Method Marketing Brochure	

**Salon Intro Cost: \$210.00**  
 Salon Value: \$532.16  
 Salon Savings: \$322.16/61%

FRAMCOLOR ECLECTIC SHADE CONTENTS:		
1 5NE	3 0E	1 4IN
2 6NE	1 6VE	1 6IN
1 7NE	1 7RE	1 8IN
1 8NE	1 4HCE	1 9HT
1 6DE	1 6HCE	2 8CT
1 8DE	1 7HCE	2 9CT
1 6RDE	1 6RFE	1 5SE
1 8RDE	1 7PE	1 7SE
1 5ME	2 9PE	1 9SE

*FRAMCOLOR Eclectic is a demi-permanent haircolor that is free from ammonia, fragrance, PPD, gluten, and sulfates.*

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**\$398**

**INVEST & RECEIVE:**

- 70 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- TECHNICAL MANUAL
- WALLCHARTS
- COLOR COMPARISON GUIDE
- SWATCH BOOK
- BRUSHES, SHAKERS, TUBE KEYS



**70 DEMI-PERMANENT SHADES + MORE!**



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QTY.	DESCRIPTION	
70	Tubes Framcolor Eclectic	2 fl.oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
3	Framesi Professional Activator 10	32 oz./946 mL
3	Framesi Professional Activator 15	32 oz./946 mL
3	Tube Keys	
2	Applicator Brushes	
3	Universal Shakers	
1	Framcolor Eclectic/Eclectic CARE Swatch Book	
1	Framcolor Eclectic Wallchart	
1	Framcolor 2001 INTENSE Wallchart	
1	Framcolor Eclectic/Eclectic CARE Technical Manual	
1	Framcolor Eclectic Color Comparison Guide	
1	Framcolor 2001 INTENSE Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	Color Method Marketing Brochure	

**Salon Intro Cost: \$398.00**  
 Salon Value: \$893.70  
 Salon Savings: \$495.70/55%

FRAMCOLOR ECLECTIC SHADE CONTENTS:		
1 2NE	1 4CVE	3 9PE
1 3NE	2 5ME	1 3IN
1 4NE	6 0E	2 4IN
3 5NE	1 6VE	3 5IN
3 6NE	1 7AE	3 6IN
2 7NE	1 7RE	3 7IN
2 8NE	1 9GE	2 8IN
1 9NDE	1 4HCE	1 7SE
3 6DE	2 5HCE	3 8CT
3 7DE	2 6HCE	3 9CT
2 8DE	1 8HCE	1 9HT
1 9DE	1 9HCE	1 7PE
1 6RDE	1 6RFE	1 5SE
1 8RDE	1 7RFE	2 9SE

**FRAMCOLOR Eclectic is a demi-permanent haircolor that is free from ammonia, fragrance, gluten and sulfates.**

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**\$210**

**INVEST & RECEIVE:**

- 32 TUBES FRAMCOLOR ECLECTIC CARE/ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BRUSHES, SHAKERS, TUBE KEYS



**32 PERMANENT & DEMI-PERMANENT SHADES**



**FRAMCOLOR ECLECTIC CARE IS FREE FROM AMMONIA, GLUTEN & SULFATES**

QTY.	DESCRIPTION	
32	Tubes Framcolor Eclectic CARE/Eclectic	2 fl. oz./60 ml
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Framesi Professional Activator 10	32 oz./946 mL
1	Framesi Professional Activator 15	32 oz./946 mL
1	Framesi Professional Activator 20	32 oz./946 mL
1	Framesi Professional Activator 40	32 oz./946 mL
2	Tube Keys	
2	Applicator Brushes	
2	Universal Shakers	
1	Framcolor Eclectic CARE/Eclectic Swatchbook	
1	Framcolor Eclectic Wallchart	
1	Framcolor 2001 <b>INTENSE</b> Wallchart	
1	Framcolor Eclectic CARE/Eclectic Technical Manual	
1	Framcolor Eclectic Color Comparison Guide	
1	Framcolor Eclectic CARE Marketing Brochure	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	Color Method Marketing Brochure	

**Salon Intro Cost: \$210.00**  
 Salon Value: \$573.96  
 Salon Savings: \$363.96/63%

FRAMCOLOR ECLECTIC CARE/ECLECTIC SHADE CONTENTS:		
2 4	1 6.4	1 4IN
2 6	1 8.262	1 6.4
1 8	2 10.61	1 8.262
1 9	1 8RDE	2 10.61
1 4.26	1 9NDE	1 8RDE
1 5.25	3 0E	1 9NDE
1 5.5	1 6VE	2 0E
1 5.6	1 4HCE	1 6VE
1 6.1	1 7HCE	1 4HCE
1 6.3		

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**\$215**

**INVEST & RECEIVE:**

- 17 TUBES FRAMCOLOR 2001
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- FRAMESI COLOR LOVER PRODUCTS
- FRAMESI COLOR METHOD PRODUCTS
- BY FRAMESI™ PRODUCTS (PEARL/LAVA)
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BOWL, BRUSH, PLASTIC MEASURE



**17 PERMANENT SHADES + MORE!**



\*framesi reserves the right to modify the introductory offer contents at any time for backordered products with products of equal or lesser value.



QTY.	DESCRIPTION	
17	Tubes Framcolor 2001	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Ossidorr® 15	33 oz./946 mL
1	Framesi Professional Activator 40	32.8 oz./946 mL
1	Decolor B Diamond	18 oz./500 g
1	Color Method Shampoo Go	33.8 oz./1000 mL
1	Mixcolor Crema	32 oz./946 mL
1	BY Hair Spray Strong - Lava	10 oz./283 g
1	Framesi Color Lover Primer 11	8.5 oz./250 mL
1	Applicator Brush	
1	Mixing Bowl	
1	Plastic Measurer Beaker	
1	Tube Key	
1	Framcolor 2001 Swatch Book	
1	Framcolor 2001 Paper Wallchart	
1	Framcolor 2001 Technical Manual	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	BY framesi™ Marketing Brochure (Pearl/Lava)	
1	Framcolor 2001 Color Comparison Guide	
1	Mixcolor Technical Manual	
1	Mixcolor Marketing Leaflet	
1	Color Method Marketing Brochure	
1	Decolor B Marketing Brochure	

**Salon Intro Cost: \$215.00**  
 Salon Value: \$588.86  
 Salon Savings: \$373.86/63%

# FRAMCOLOR2001

## INTRO 3

### FRAMCOLOR 2001 SHADE CONTENTS:

1 5NP	1 USA	1 8NC	1 6KR
1 7NP	1 8P	1 4EXN	1 8SB
1 11A	1 5W	1 6EXN	
1 6SD	1 7W	1 4CB	
1 7TRP	1 6NC	1 6CB	

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**\$449**

**INVEST & RECEIVE:**

- 42 TUBES FRAMCOLOR 2001
- 2 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- FRAMESI COLOR LOVER PRODUCTS
- FRAMESI COLOR METHOD PRODUCTS
- BY FRAMESI™ PRODUCTS (PEARL/LAVA)
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BOWLS, BRUSHES, PLASTIC MEASURES



**46 PERMANENT SHADES + MORE!**



\*framesi reserves the right to modify the introductory offer contents at any time for backordered products with products of equal or lesser value.



QTY.	DESCRIPTION	
42	Tubes Framcolor 2001	2 fl. oz./60 mL
2	Tubes Framcolor Eclectic	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Ossidorr® 15 *	33 oz./946 mL
1	Ossidorr® 20	33 oz./946 mL
1	Framesi Professional Activator 10	32.8 oz./946 mL
1	Framesi Professional Activator 25	32.8 oz./946 mL
1	Framesi Professional Activator 30 *	32.8 oz./946 mL
1	Framesi Professional Activator 40 *	32.8 oz./946 mL
1	Decolor B Diamond *	18 oz./500 g
1	Color Method Shampoo Go *	33.8 oz./1000 mL
1	Color Method Post Color Mask *	5 oz./150 mL
1	Color Method Super Smak *	8.5 fl. oz./250 mL
1	Color Method Relief *	5.1 fl. oz./150 mL
1	Color Method Gray Color Booster *	3 fl. oz./90 mL
1	BY Hair Spray Strong - Lava *	10 oz./283 g
1	BY Sparkling Mousse Strong - Lava *	6.9 oz./194 g
1	Framesi Color Lover Moisture Rich Shampoo *	16.9 oz./500 mL
1	Framesi Color Lover Moisture Rich Conditioner *	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Shampoo *	16.9 oz./500 mL
1	Framesi Color Lover Smooth Shine Conditioner *	16.9 oz./500 mL
1	Framesi Color Lover Primer 11 *	8.5 oz./250 mL
2	Applicator Brushes *	
2	Mixing Bowls *	
2	Plastic Measurer Beakers *	
2	Tube Keys *	
1	Framcolor 2001 Swatch Book	
1	Framcolor Eclectic Wallchart *	
1	Framcolor 2001 Paper Wallchart	
1	Framcolor 2001 Technical Manual	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framcolor Eclectic Marketing Brochure *	
1	Framesi Color Lover Marketing Brochure *	
1	BY framesi™ Marketing Brochure (Pearl/Lava) *	
1	Framcolor 2001 Color Comparison Guide	
1	Framcolor Eclectic Comparison Guide *	
1	Mixcolor Technical *	
1	Mixcolor Marketing Leaflet *	
1	Decolor B Marketing Brochure *	

Salon Intro Cost: **\$449.00**  
 Salon Value: \$1,165.40  
 Salon Savings: \$716.40/62%

# FRAMCOLOR2001

## INTRO 2

Color Intro packed in two boxes. \*Denotes items in Box 2

### FRAMCOLOR 2001 SHADE CONTENTS:

1 2NP	1 8SD	1 USC	2 9E
1 3NP	1 6SD	1 4W	2 4EXN
1 4NP	1 6TRP	1 5W	2 5EXN
1 5NP	1 8TRP	1 6W	1 8EXN
1 6NP	1 USA	1 5NC	1 6CB
1 7NP	1 5G	1 7NC	1 6KR
1 8NP	1 6G	1 9NC	1 8KR
1 9NP	1 8G	1 4HR	1 7SB
1 5RN	2 US PLUS	2 6HR	1 9SB

### FRAMCOLOR ECLECTIC SHADE CONTENTS:

1 6IN	1 OE
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Interactive learning via Zoom is available for all framesi Color Lines.

Scan now or contact Jessica Ritchie at

[jritchie@framesi-na.com](mailto:jritchie@framesi-na.com)



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 17 Avenue A  
 Leetsdale, PA 15056

**\$599**

**INVEST & RECEIVE:**

- 90 TUBES FRAMCOLOR 2001
- 2 TUBES FRAMCOLOR ECLECTIC
- FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM
- ACTIVATORS
- DECOLOR B DIAMOND
- FRAMESI COLOR LOVER PRODUCTS
- FRAMESI COLOR METHOD PRODUCTS
- BY FRAMESI™ PRODUCTS (PEARL/LAVA)
- TECHNICAL MANUALS
- WALLCHARTS
- COLOR COMPARISON GUIDES
- SWATCH BOOK
- BOWLS, BRUSHES, PLASTIC MEASURERS



**90 PERMANENT SHADES + MORE!**



\*framesi reserves the right to modify the introductory offer contents at any time for backordered products with products of equal or lesser value.



QTY.	DESCRIPTION	
90	Tubes Framcolor 2001	2 fl. oz./60 mL
2	Tubes Framcolor Eclectic	2 fl. oz./60 mL
1	<b>FREE ONE-ON-ONE FRAMESI DIGITAL EDUCATION VIA ZOOM!</b>	
1	Mixcolor Crema	32 fl. oz.
1	Ossidorr® 15 *	33 oz/946 mL
1	Ossidorr® 20	33 oz/946 mL
1	Framesi Professional Activator 10 *	32.8 oz/946 mL
1	Framesi Professional Activator 25	32.8 oz/946 mL
1	Framesi Professional Activator 30 *	32.8 oz/946 mL
1	Framesi Professional Activator 40 *	32.8 oz/946 mL
1	Color Method Shampoo *	33 oz/1000 mL
1	Color Method Post Color Mask *	5 oz/150 mL
1	Color Method Super Smak *	8.5 fl. oz./250 mL
1	Color Method Relief *	5.1 fl. oz./150 mL
1	Color Method Gray Color Booster *	3 fl. oz./90 mL
1	BY Hair Spray Strong - Lava *	10 oz/283 g
1	BY Sparkling Mousse Strong - Lava *	6.9 oz/194 g
1	Framesi Color Lover Moisture Rich Shampoo *	16.9 oz/500 mL
1	Framesi Color Lover Moisture Rich Conditioner *	16.9 oz/500 mL
1	Framesi Color Lover Dynamic Blonde Shampoo *	16.9 fl. oz./500 mL
1	Framesi Color Lover Primer 11 *	8.5 oz/250 mL
1	Framesi Color Lover Curl Pudding *	6 oz/177 mL
1	Decolor B Diamond *	500 g
2	Applicator Brushes *	
2	Mixing Bowls *	
2	Plastic Measurer Beakers *	
2	Tube Keys *	
1	Framcolor 2001 Swatch Book	
1	Framcolor 2001 Paper Wallchart	
1	Framcolor 2001 Technical Manual	
1	Framcolor Eclectic Paper Wallchart *	
1	Framcolor 2001 <b>INTENSE</b> Marketing Brochure	
1	Framcolor Eclectic Marketing Brochure *	
1	Framesi Color Lover Marketing Brochure *	
1	BY framesi™ Marketing Brochure (Pearl/Lava) *	
1	Framcolor 2001 Color Comparison Guide	
1	Framcolor Eclectic Color Comparison Guide *	
1	Mixcolor Technical *	
1	Mixcolor Marketing Leaflet *	
1	Decolor B Marketing Brochure *	

Salon Intro Cost: **\$599.00**  
 Salon Value: \$1,653.31  
 Salon Savings: \$1,054.31/64%

# FRAMCOLOR2001

## INTRO 1

Color Intro packed in two boxes. \*Denotes items in Box 2

### FRAMCOLOR 2001 SHADE CONTENTS:

1 1NP	1 8TRP	2 US PLUS	4 5HR
1 2NP	1 9TRP	1 USB	1 6HR
1 3NP	1 6SB	1 USC	2 9E
1 4NP	2 USA	1 5CC	2 4EXN
2 5NP	1 1NB	1 7CC	3 5EXN
2 6NP	2 6G	1 9CC	2 8EXN
1 7NP	1 7G	1 4W	1 9EXN
1 8NP	1 8G	1 5W	2 5CB
1 9NP	1 7P	1 6W	1 6CB
1 10NP	1 8P	1 7W	1 6KR
1 6SD	1 9P	1 8W	1 7KR
1 8SD	1 610	1 9W	1 8KR
1 9SD	1 630	1 5NC	1 7SB
1 4VR	1 640	1 6NC	1 8SB
1 6VM	3 5RN	2 7NC	1 9SB
1 6TRP	3 5CP	1 9NC	3 5RP
1 7TRP			

### FRAMCOLOR ECLECTIC SHADE CONTENTS:

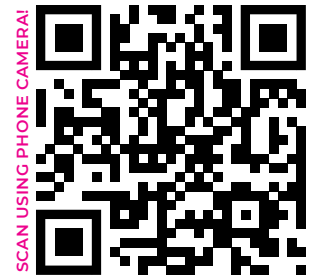
1 6IN	1 0E
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Interactive learning via Zoom is available for all framesi Color Lines.

Scan now or contact Jessica Ritchie at

[jritchie@framesi-na.com](mailto:jritchie@framesi-na.com)

SEE ALL DIGITAL EDUCATION CLASSES



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 Leetsdale, PA 15056

**>95% Longer Lasting Color\***

**\$110**

**INVEST & RECEIVE:**

- DYNAMIC BLONDE
- VOLUME BOOST
- MOISTURE RICH
- PROGRESSIVELY SMOOTH
- RAISE THE ROOTS
- BLOW IT BIG
- COLOR LOVER MARKETING BROCHURE
- SWATCH CARD
- & MORE!



**INTRO**  
**2**

**FRAMESI**  
**COLOR**<sup>®</sup>  
**LOVER**



\*based on lab testing

**SHAMPOOS, CONDITIONERS, & MORE!**



\*framesi reserves the right to modify the introductory offer contents at any time for backordered products with products of equal or lesser value.

INTRO

2

FRAMESI  
COLOR  
LOVER®



>95% LONGER LASTING COLOR\*

QTY.	DESCRIPTION	
1	Dynamic Blonde Shampoo	16.9 fl. oz./500mL
1	Dynamic Blonde Conditioner	16.9 fl. oz./500mL
1	Moisture Rich Shampoo	16.9 fl. oz./500mL
1	Moisture Rich Conditioner	16.9 fl. oz./500 mL
1	Volume Boost Shampoo	16.9 fl. oz./500 mL
1	Volume Boost Conditioner	16.9 fl. oz./500 mL
1	Primer 11	6 fl. oz./177mL
1	Raise The Roots	6 fl. oz./177mL
1	Blow It Big	6 fl. oz./177mL
1	Curl Pudding	6 fl. oz./177mL
1	Bounce	6 fl. oz./177mL
1	Progressively Smooth	6 fl. oz./177mL
1	Framesi Color Lover Marketing Brochure	
1	Framesi Color Lover Swatch Card	

**Salon Intro Cost:** \$110.00  
**Salon Value:** \$176.30  
**Salon Savings:** \$66.30/37%

THE PERFECT MATCH FOR YOUR FAVORITE HAIR COLOR

FRAMESI COLOR LOVER shampoos, conditioners & leave in treatments nourish your hair with a rich blend of advanced color-retention ingredients.

Starring **QUINOA** (keen-wah), the ultimate source of all-natural plant proteins. **Quinoa**, when combined with **COLOR LOVER's** unique compound of color retention ingredients, is proven in lab testing to retain your haircolor >95% longer.\*

FRAMESI COLOR LOVER will love your haircolor as long as you do.

95% longer lasting color\*

FIRST LOVE

LASTING LOVE

LOST LOVE



Salon Fresh Color

After using Color Lover

After using a competitor

30 washes • 30 blow dry • 30 flat iron

30 washes • 30 blow dry • 30 flat iron

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\*based on lab testing



**>95% Longer Lasting Color\***

**\$349**

**INVEST & RECEIVE:**

- DYNAMIC BLONDE
- VOLUME BOOST
- MOISTURE RICH
- CURL DEFINE
- SMOOTH SHINE
- PRIMER 11
- PRIMER 11 INTENSE
- PROGRESSIVELY SMOOTH
- VOLUME BOOST 2 PHASE CONDITIONER
- RAISE THE ROOTS
- BLOW IT BIG
- CURL PUDDING
- BOUNCE
- STOP FRIZZ
- & MORE!



**INTRO**  
**1**

FRAMESI  
**COLOR**<sup>®</sup>  
**LOVER**



\*based on lab testing

**SHAMPOO, CONDITIONERS, & MORE!**



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# INTRO 1

Color Lover Intro packed in two boxes. \*Denotes items in Box 2

QTY.	DESCRIPTION	
2	Volume Boost Shampoo	16.9 fl. oz./500 mL
2	Volume Boost Conditioner	16.9 fl. oz./500 mL
1	Volume Boost 2 Phase Leave in Conditioner	6 fl. oz./177mL
2	Moisture Rich Shampoo	16.9 fl. oz./500mL
2	Moisture Rich Conditioner	16.9 fl. oz./500 mL
1	Moisture Rich Masque	16.9 fl. oz./500mL
1	Curl Define Shampoo	16.9 fl. oz./500mL
1	Curl Define Conditioner	16.9 fl. oz./500mL
1	Smooth Shine Shampoo	16.9 fl. oz./500mL
1	Smooth Shine Conditioner	16.9 fl. oz./500mL
2	Primer 11	8.4 fl. oz./248 mL
2	Primer 11 INTENSE	8.4 fl. oz./248 mL
2	Dynamic Blonde Shampoo	16.9 fl. oz./500mL
2	Dynamic Blonde Conditioner	16.9 fl. oz./500mL
1	Dynamic Blonde Serum	4.75 oz./140 mL
1	Stop Frizz	3.4 fl. oz./100mL
1	Flash Dry	8.5 fl. oz./250mL
1	Raise The Roots	6 fl. oz./177mL
1	Blow It Big	6 fl. oz./177mL
1	Curl Pudding	6 fl. oz./177mL
1	Bounce	6 fl. oz./177mL
1	Progressively Smooth	6 fl. oz./177mL
1	Volume Boost Shampoo Liter *	33.8 fl. oz./1000mL
1	Volume Boost Conditioner Liter *	33.8 fl. oz./1000mL
1	Moisture Rich Shampoo Liter *	33.8 fl. oz./1000mL
1	Moisture Rich Conditioner Liter *	33.8 fl. oz./1000mL
1	Moisture Rich Masque Liter *	33.8 fl. oz./1000mL
1	Curl Define Shampoo Liter *	33.8 fl. oz./1000mL
1	Curl Define Conditioner Liter *	33.8 fl. oz./1000mL
1	Dynamic Blonde Shampoo Liter *	33.8 fl. oz./1000mL
1	Dynamic Blonde Conditioner Liter *	33.8 fl. oz./1000mL
1	Framesi Color Lover Marketing Brochure	
1	Framesi Color Lover Swatch Card	

**Salon Intro Cost:** \$349.00  
 Salon Value: \$621.44  
 Salon Savings: \$272.44/41%

# FRAMESI COLOR LOVER®

**THE PERFECT MATCH FOR YOUR  
FAVORITE HAIR COLOR**

FRAMESI COLOR LOVER shampoos, conditioners & leave in treatments nourish your hair with a rich blend of advanced color-retention ingredients.

Starring QUINOA (keen-wah), the ultimate source of all-natural plant proteins. Quinoa, when combined with COLOR LOVER's unique compound of color retention ingredients, is proven in lab testing to retain your haircolor >95% longer.

FRAMESI COLOR LOVER will love your haircolor as long as you do.

**95% longer lasting color\***

FIRST LOVE

LASTING LOVE

LOST LOVE



Salon Fresh Color



After using Color Lover



After using a competitor

30 washes • 30 blow dry • 30 flat iron      30 washes • 30 blow dry • 30 flat iron



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\$169

**INVEST & RECEIVE:**

- MIST HAIR SPRAY STRONG
- MIST HAIR SPRAY LIGHT
- HYDRO GEL STRONG
- HYDRO GEL LIGHT
- SPARKLING MOUSSE STRONG
- SPARKLING MOUSSE LIGHT
- PEARL GLAZE
- WIO STRAIT BALM™
- WORKING CLAY
- BY FRAMESI™ LAVA/PEARL MARKETING BROCHURE
- FRAMESI COLOR LOVER MARKETING BROCHURE



**INCLUSIVE, COLOR-SAFE STYLING PRODUCTS**



**BY FRAMESI IS VEGAN, FREE FROM DEA, GLUTEN & PARABENS**



BY

BE YOURSELF  
FRAMESI



## INTRODUCTORY OFFER

QTY.	DESCRIPTION	
3	Pearl Glaze	8.4 oz./250 mL
3	Pearl Hydro Gel Light	5.1 oz./150 mL
3	Lava Hydro Gel Strong	5.1 oz./150 mL
3	Working Clay	2.7 oz./80 mL
3	Pearl WIO Strait Balm™	5.1 oz./150 mL
3	Pearl Mist Hair Spray Light	10 oz./283 g
3	Lava Mist Hair Spray Strong	10 oz./283 g
3	Pearl Sparkling Mousse Light	6.9 oz./194 g
3	Lava Sparkling Mousse Strong	6.9 oz./194 g
1	BY Framesi™ Lava/Pearl Marketing Brochure	
1	Framesi Color Lover Marketing Brochure	
1	Framcolor 2001 INTENSE Marketing Brochure	
1	Framcolor Pure Pigment Plus Marketing Brochure	
1	Elite Marketing Borchure	

### FOR COLOR SAFE STYLING WITH HOLD!

BY FRAMESI™ products are an inclusive color-safe styling and finishing line that can be used with color treated hair and will not coat, dull, or mask haircolor.

Broken out between the Lava category for a stronger hold and the Pearl category for a lighter hold, these styling products provide powerful anti-aging properties plus thermal & UV protection.

*Let your color shine through!*

**Salon Intro Cost:** \$169.00  
 Salon Value: \$247.02  
 Salon Savings: \$78.02/32%

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