



**INNOVATION THAT WORKS**  
exclusively from  **framesi**<sup>®</sup>  
MILAN

# ”INTENSE”

## Webster’s Dictionary

in-tense | \in-’ten(t)s

### Definition of *intense*

1 :existing in an extreme degree

Used in a sentence:

// the performance & speed of framesi **FRAMCOLOR**

2001 **INTENSE** Permanent Haircolor is

# INTENSE

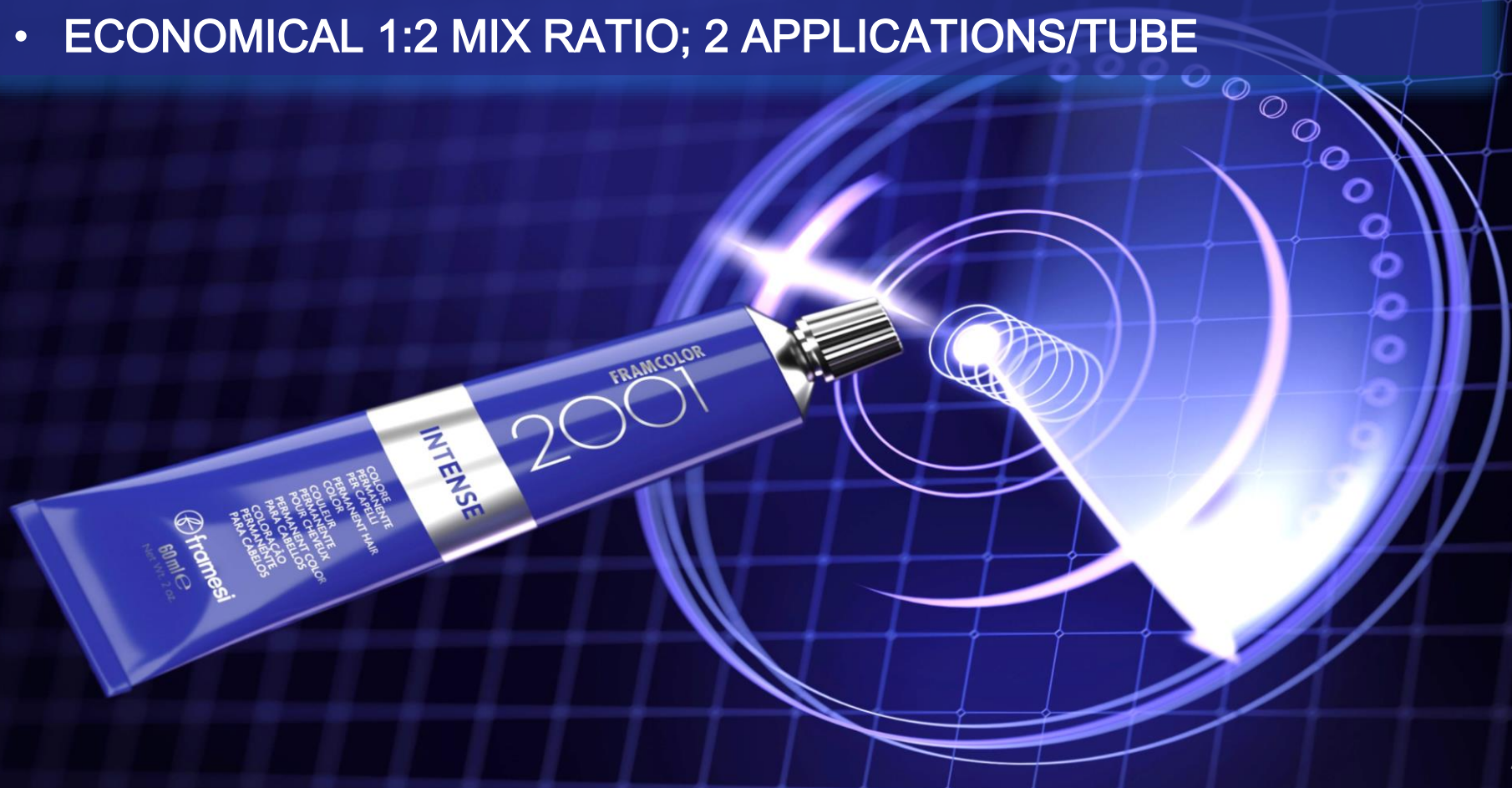
# INTRODUCING...



**NEW FRAMCOLOR 2001 INTENSE!**  
**April 1, 2019**



- PROCESSING IN HALF THE TIME
- INTENSE 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESS (FPP), SAVE TIME
- LUMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS/TUBE



**FRAMCOLOR**

**2001 INTENSE**

**PROVEN RESULTS:**

**3 YEARS** OF RESEARCH

**OVER 4,000 ON-HEAD APPLICATIONS**

**NEW!**

**FRAMCOLOR 2001**

**INTENSE**

**Permanent Hair Color**

**INTENSE** HIGH

**PERFORMANCE IN HALF THE  
PROCESSING TIME!**

- **INTENSE** 100% Gray Coverage
- **INTENSE** Condition, Shine & Longevity
- **INTENSE** Tonalities
- **INTENSE** Ashes
- **INTENSE** Reds



**NEW!**

# FRAMCOLOR 2001 INTENSE

## Permanent Hair Color

- 22 Luminous Hi-Fi Shades
- Up to 4 Levels of Lift

PROCESSED IN **HALF THE TIME** USING  
**FPP\* NON-PROGRESSIVE**  
**TECHNOLOGY WITH 100% GRAY**  
**COVERAGE**

\*(FAST PIGMENTATION PROCESSING)



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**NEW!**

# FRAMCOLOR 2001 INTENSE

**Permanent Hair Color**

**FPP\* TECHNOLOGY**

(\*FAST PIGMENTATION PROCESSING)

An INNOVATIVE synergy of:

1. Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up
2. Innovative carrier system transports haircolor dyes quickly into the cortex
3. Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in HALF the time



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**NEW!**

# FRAMCOLOR 2001 INTENSE

## Permanent Hair Color

*Mix Ratio : 1:2 Color to Developer*  
*\$8.49 per tube*

***2 Applications per tube***  
***Processes in HALF the time!***



***2 Clients per tube!***



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**NEW!**

# FRAMCOLOR 2001 **INTENSE** Permanent Hair Color

**INTENSE** PERFORMANCE IN  
HALF THE PROCESSING TIME!

Cruelty **FREE**  
Gluten **FREE**  
100% **Vegan**



**INNOVATION THAT WORKS**  
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**NEW!**

# FRAMCOLOR 2001 INTENSE Permanent Hair Color

## THE **INTENSE** SHADE FAMILIES

- INTENSE NATURAL
- FROZEN BROWNS
- MOKA
- COOL GOLD
- DEEP RED
- EXTREME VIOLET
- SANDY BEIGE
- MOTHER OF PEARL



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**NEW!**

# FRAMCOLOR 2001 INTENSE

## Permanent Hair Color

### USER-FRIENDLY COMFORT & HI-FI FORMULA

- **Easy to Prepare & Apply**
  - Mixes in Seconds (even in the bottle)
  - Extreme Spreadability
- **Low Client Sensitivity**
- **Virtually No Ammonia Fragrance**
- **Age-Defying Hair Nourishment & Conditioning Action**



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**NEW!**

**FRAMCOLOR  
2001**

**INTENSE**

**Permanent Hair Color**



**+**

**FRAMCOLOR  
2001 Permanent Hair  
Color**



**=**

**112+**  
**shades that**  
**process in**  
**HALF THE**  
**TIME !!**

**NEW!**

# FRAMCOLOR 2001 INTENSE

Permanent Hair Color



+

# FRAMCOLOR 2001 Permanent Hair Color



=

- **DEEPER**
- **COOLER**
- **DENSER**
- **More SOLID finish**

in **HALF**  
**THE TIME!**

**NEW!**

# FRAMCOLOR 2001 INTENSE

## Permanent Hair Color

- Mix **FRAMCOLOR 2001 INTENSE** with **FRAMCOLOR 2001** (50/50) to create an unlimited palette of colors that process in **HALF the time!**

**22 FRAMCOLOR 2001 INTENSE** shades + **90+**  
**FRAMCOLOR 2001** shades

**=**

**112+ shades** that processes in **HALF THE TIME!**



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# 22 INTENSE SHADES THAT PROCESS IN HALF THE TIME!

## INSTRUCTIONS

### MIX RATIO 1:2

1. Mix 30cc (1 oz.) of FRAMCOLOR 2001 **INTENSE** with 60cc (2 oz) of the appropriate FRAMESI PROFESSIONAL ACTIVATOR
2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

Desired End Result	FRAMESI PROFESSIONAL ACTIVATOR	Traditional Processing Time	FRAMCOLOR 2001 INTENSE Processing Time
Level on level, darker, or 1 level of lift	20 Volume	35 - 45 minutes	<b>HALF THE TRADITIONAL PROCESSING TIME!*</b>
2 levels of lift	30 Volume	35 - 45 minutes	
3 - 4 levels of lift	40 Volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 Volume	35 - 45 minutes	
Refreshing faded ends	20 Volume	20 minutes	

### MIXING WITH FRAMCOLOR 2001

Desired End Result	FRAMCOLOR 2001 INTENSE	Framcolor 2001	FRAMCOLOR 2001 INTENSE Processing Time
For deposit, lift, and gray coverage	1 part (15cc/ 1/2 oz.)	1 part (15cc/ 1/2 oz.)	<b>HALF THE TRADITIONAL PROCESSING TIME!*</b>

\* Please note: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but process **IN HALF THE TIME!**

# NEW!

## FRAMCOLOR 2001 INTENSE Permanent Hair Color



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**NEW!**

# FRAMCOLOR 2001 INTENSE Permanent Hair Color

## TRY fraMEsi Sampler

- 5.00 LIGHT BROWN INTENSE
- 7.00 MEDIUM BLONDE INTENSE
- 6.024 DARK BLONDE MOKA
- 15 fl.oz 20 Volume FRAMESI PROFESSIONAL ACTIVATOR
- Salon Value - \$31.52

**SAVE 52%**

**\$14.99**



**NEW!**

# FRAMCOLOR 2001 INTENSE

## Permanent Hair Color

### Salon Introductory Offer

- 25 Shades of **FRAMCOLOR 2001 INTENSE**
- 20, 30, 40 volume **FRAMESI PROFESSIONAL ACTIVATOR**
- Bowl, Brush, Technical Manual
- Swatch book and Wall Chart
- FREE in salon Education
- Salon Value \$539.98

**\$210!!**

**SAVE 61%**

framesiprofessional.com | Technical Assistance 800-321-9648



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# FRAMCOLOR 2001 INTENSE

**100% GRAY COVERAGE  
HALF THE TIME**



**Thank you!**