



Framcolor Glamour

 framesi

Finally...

– The best of all color worlds
come together into one –

An unmatched finish with *Gray Coverage* never before achieved!

Framcolor

Glamour

PROTECTIVE COVERAGE TECHNOLOGY



- Launched in Europe and Asia in 2011 with *spectacular* success
- 2,000 plus models tested in North America
- Superior performance is proven

Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY

- Superior Performance -

- 100% gray coverage achieved
 - ~ Each of the 49 shades
 - ~ No need for intermixing
- One formula, root to ends...never browns out
- Pure tone results from pre blended formulas

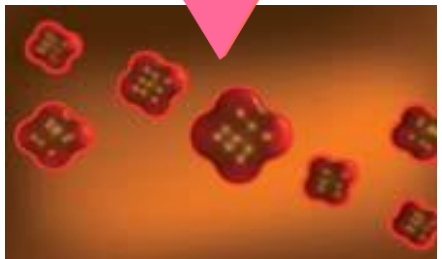
- Try it – See it - Believe it -

- 50% longer lasting color
 - Scientifically proven
- Up to 5 levels of lift
- Mixes in seconds



Protective Coverage Technology

- Pure Base Colors, calibrated with the perfect amount of Neutral
 - Create all of the depth and coverage needed on 100% gray hair
 - Maintain ultimate *vibrancy* with every shade
 - Ensures a uniform result on roots, lengths and ends. . . never browns out
- ✓ 1 formula
 - ✓ 1 tube
 - ✓ 1 application
 - ✓ 1 flawless result



Protective Coverage Technology

- **18-MEA Lipid** – fatty acid found naturally in hair
 - Depleted by flat irons, brushing, blow drying and chemical services.
 - Framcolor Glamour replaces 18-MEA Lipid into the hair, which guarantees:
 - Stronger color adhesion
 - Deeper color penetration
 - Restructuring of the hair fiber
 - Returning hair to a healthy, shiny, natural state



Protective Coverage Technology

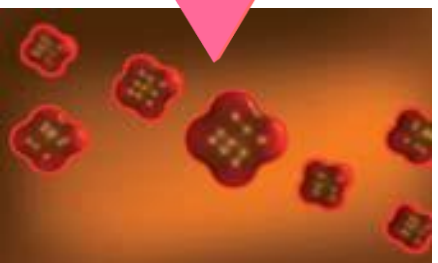
- **Boswellia Serrata**

- Vegetable oil extract of the Boswellia Serrata plant found in Africa and Asia. Functions as an anti-inflammatory



- Protects and conditions the hair and scalp during the color process
- Minimizes scalp irritation for optimal client comfort





Protective Coverage Technology

18-MEA Lipid

+

Boswellia Serrata

=



50% longer lasting color

- ✓ Simple. . . **100% gray coverage with each of the 49 shades (no intermixing)**
- ✓ Easy. . . **same formula root to ends, never browns out**
- ✓ Creative. . . **pure tone results from pre-blended formulas**

- ✓ Simple...**100% gray coverage on 100% gray hair or less with each of the 49 shades (no intermixing)**

The Competition

Brand	YES	NO
Framesi Framcolor Glamour	✓	
Matrix		✓
Paul Mitchell		✓
Redken		✓
Joico		✓
Alfaparf		✓
Chi		✓
Kuene		✓
L'Oreal Professionnel		✓
Wella		✓
Goldwell		✓
Schwarzkopf		✓

✓ Easy...**Same formula root to ends, never browns out**

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✓ Creative...**Pure tone results from pre-blended formulas**

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Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY



- The Glamour Collection

- 49 shades - \$5.75
 - The Naturals
 - The Golds
 - The Reds
 - The Natural Ashes
 - The Ambers
 - The Auburns
 - The Copper Golds
 - The Violets
 - The Sands
 - The Ultra Lifts

- 3 Activators - \$7.55

- 20 volume
- 30 volume
- 40 volume



(35 minute processing)

(45 minutes for Ultra Lifts and resistant gray)



Numbering System

Green	.1
Blue	.2
Yellow	.3
Orange	.4
Red	.5
Violet	.6

Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY

Try Me for \$9.99



- Choose any 2 shades of Framcolor Glamour
- Plus a 15oz. 20 volume activator with education material



- Wallchart
 - Stylist Reference Guide
 - Intro Deal Sheet
- (packed in a decorative box – shown to the left)

*Try me sampler is a limited time offer and does not qualify as a New Door

\$399 Salon Intro

- Value = \$769.59
- 58 Framcolor Glamour Tubes
- Activators
- Bowls and Brushes
- Swatch Book and Technical Manuals
- Education DVD
- 48% Savings
- \$75 incentive (DSC)



Everything you need to create unsurpassable beauty, right out of the box!

\$199 Stylist Intro

- Value = \$378.12
- 18 Framcolor Glamour Tubes
- Activators
- Bowls and Brushes
- Swatch Book and Technical Manuals
- Education DVD
- 47% Savings
- \$50 incentive (DSC)



Everything you need to create unsurpassable beauty, right out of the box!

e - Education

www.framesiglamour.com



- ✓ Simple. . . **100% gray coverage with each of the 49 shades (no intermixing)**
- ✓ Easy. . . **same formula root to ends, never browns out**
- ✓ Creative. . . **pure tone results from pre-blended formulas**

Today is the future....Today is Glamour

Be Glamorous. . .

Framcolor Glamour



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