

# *Elite Moda Capelli*

the BEST SALON REWARDS Program

 **framesi**<sup>®</sup>  
MILAN

# *Elite Moda Capelli*

the BEST SALON REWARDS Program

## CONTENTS

ELITE MODA CAPELLI OVERVIEW	4
LEVELS & EARNING POTENTIAL	4
COMPETITIVE ANALYSIS FOR REDEMPTION	6
REWARDS FOR INDEPENDENT STYLISTS	8
USING YOUR LIREPOINTS	9
ITALIAN STYLE	11
EDUCATION	14
TECHNICAL LINE	18
MESSAGE FROM DENNIS KATAWCZIK	BACK COVER



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# Elite Moda Capelli - the BEST SALON REWARDS Program









Framesi is dedicated to providing products, education, and support services that assist the hairdresser in creating better beauty for the salon guest.

With continuing commitment to market research and product development, framesi believes stylists stay at their competitive best when they are knowledgeable about the products they use and the fundamental concepts these products are based upon.

Elite Moda Capelli is a free loyalty program specifically designed for Professional Salons & Independent Stylists.

Salons/Stylists can earn points (LirePoints) through the purchase of framesi products, which can be redeemed through product, education, and framesi exclusive salon accessories & tools.

## Elite Moda Capelli LEVELS & EARNING POTENTIAL

LEVEL	MINIMUM QUARTERLY SPENDING	<i>Lire</i> POINTS EARNED	
 <b>BLUE DIAMOND</b>	\$10,000+	<b>20%</b> of total framesi purchases	<b>or</b> 2,000+ <i>Lire</i> POINTS
 <b>DIAMOND</b>	\$5,000 - \$9,999	<b>15%</b> of total framesi purchases	<b>or</b> 750 - 1,500 <i>Lire</i> POINTS
 <b>SAPPHIRE</b>	\$3,500 - \$4,999	<b>12%</b> of total framesi purchases	<b>or</b> 420 - 600 <i>Lire</i> POINTS
 <b>EMERALD</b>	\$2,000 - \$3,499	<b>8%</b> of total framesi purchases	<b>or</b> 160 - 280 <i>Lire</i> POINTS
 <b>PEARL</b>	\$1,250 - \$1,999	<b>3%</b> of total framesi purchases	<b>or</b> 38 - 60 <i>Lire</i> POINTS
 <b>ENTRY</b>	\$1,000 - \$1,249	See Elite Moda Capelli <b>Program Perks</b> , pg. 12	

Visit our website at [framesiprofessional.com](http://framesiprofessional.com)  
to sign up for the digital Elite Moda Capelli  
quarterly newsletter.

Each quarter, you can get the latest framesi product  
information and monthly deals straight to your inbox!

# Elite Moda Capelli - the BEST SALON REWARDS Program

**Q** Why is Elite Moda Capelli superior to other competitor rewards programs?

**A** With Elite Moda Capelli, you get more free merchandise than with any of our competitors' programs - **a lot more!**

**WHEN YOU SPEND \$5,000 ON SALON PRODUCTS DURING A CALENDAR QUARTER...**

	PROGRAM POINTS EARNED	DOLLAR VALUE OF FREE MERCHANDISE RECEIVED
framesi	750 <i>Live</i> POINTS	\$750
Competitor 1	10,000 Points	\$225
Competitor 2	10,000 Points	\$100

\*Applicable sales tax and shipping, if any, may be charged on orders

One framesi Elite Moda Capelli *Live* POINT = \$1

For most competitors 1 point = pennies, or less!



framesi Cape  
\$33 Value

33 LirePoints

Up to 2,000 competitor points

FRAMESI COLOR LOVER  
Moisture Rich Masque Liter  
\$19 Value

19 LirePoints

Up to 2,417 competitor points

Developer Liter  
\$8 Value

8 LirePoints

Developers not available through most competitor programs



**Q.** Why is Elite Moda Capelli superior to other competitor rewards programs?

**A. REWARDS FOR INDEPENDENT STYLISTS -**

Finally a rewards program that benefits the independent stylist. You may combine your purchases with other stylists at your location to attain or increase your Elite Moda Capelli status.

EXAMPLE - INDEPENDENT STYLISTS	
framesi product purchases at your salon during a calendar quarter	
You purchase	<b>\$900</b>
Your fellow stylist purchases	<b>+ \$700</b>
Another fellow stylist purchases	<b>+ \$850</b>
Total <b>framesi</b> product purchases at your location	<b>= \$2,450</b>
You and your fellow stylists attain <b>Emerald</b> level and earn <b>196 LivePOINTS*</b>	



Salons and independent stylists can benefit from Elite Moda Capelli. Framesi offers Program Perks (see page 12) upon purchasing \$1,000 of framesi products per quarter.

\*based on 8% of total purchases



# GREAT WAYS TO USE YOUR *Live*POINTS

## RETAIL PRODUCTS

Invest your LirePoints in retail and earn 100% pure profit OR run special promotions or sampling for salon guests



FRAMESI  
**COLOR  
LOVER**

**11 - 20 LirePoints each**  
Retail price \$22 to \$40  
each pure profit!

**Developer Liter**  
8 LirePoints



**Shampoo Go Liter**  
27 LirePoints



## BACKBAR & COLOR SUPPORT

Use LirePoints to keep valuable profits from going down the drain.

## TOOLS & LOGO ITEMS



- A. **Chemical Apron**  
22 LirePoints
- B. **framesi Cape**  
33 LirePoints
- C. **12 Pack**  
**framesi Towels**  
75 LirePoints
- D. **25 Pack**  
**framesi Retail Bag**  
14 LirePoints
- E. **framesi Mug**  
20 LirePoints
- F. **Balayage Brush**  
7 LirePoints
- G. **Acca Kappa Comb**  
5 LirePoints

GREAT WAYS TO USE YOUR  
*Live*POINTS:

**Education:**

Framesi Education is specific to each salon and/or stylist's needs, through an individualized hands-on approach.

Framesi provides the tools and educational support to help stylists of every level achieve their own vision of personal growth and success.

Framesi's education team consists of stylists that also work behind the chair, just like you. They understand the day to day dynamics of working in a salon and strive to help other stylists develop, refine, and evolve their skills and knowledge to achieve better beauty together.

**EDUCATION PROGRAMS:**

**FRAMESI MASTER COLORIST**

Advanced Formulation &  
Gray Coverage  
Full Spectrum Reds  
Advanced Blending &  
Color Correction

Discover ITALIAN STYLE In-Salon

Italian Style Evening Hair

Balayage, Hair Painting,  
and Toning

framesi – The Essentials  
(Gray Coverage & Formulation)

framesi - All About Reds

framesi - Correcting Color  
and Blending

Smooth Effects (Silis)

framesi Smoothing System

New Hire Training & Update  
Education on new products



## DISCOVER **ITALIAN STYLE**

Each Spring and Fall framesi publishes a new collection of hair and makeup proposals that coordinate with the season's clothing fashions from the runways of Milan.

These collections are shared with hairdressers around the world as part of framesi's continuing commitment to the artistry of professional beauty.

**Elite Moda Capelli customers receive, at no cost:**

- Fashion proposals through the current seasonal collection direct from Milan, for you to share with your clientele
- Step by Step guide on how to complete the haircuts and color techniques from the season's hottest looks



# *Elite Moda Capelli* - the BEST SALON REWARDS Program

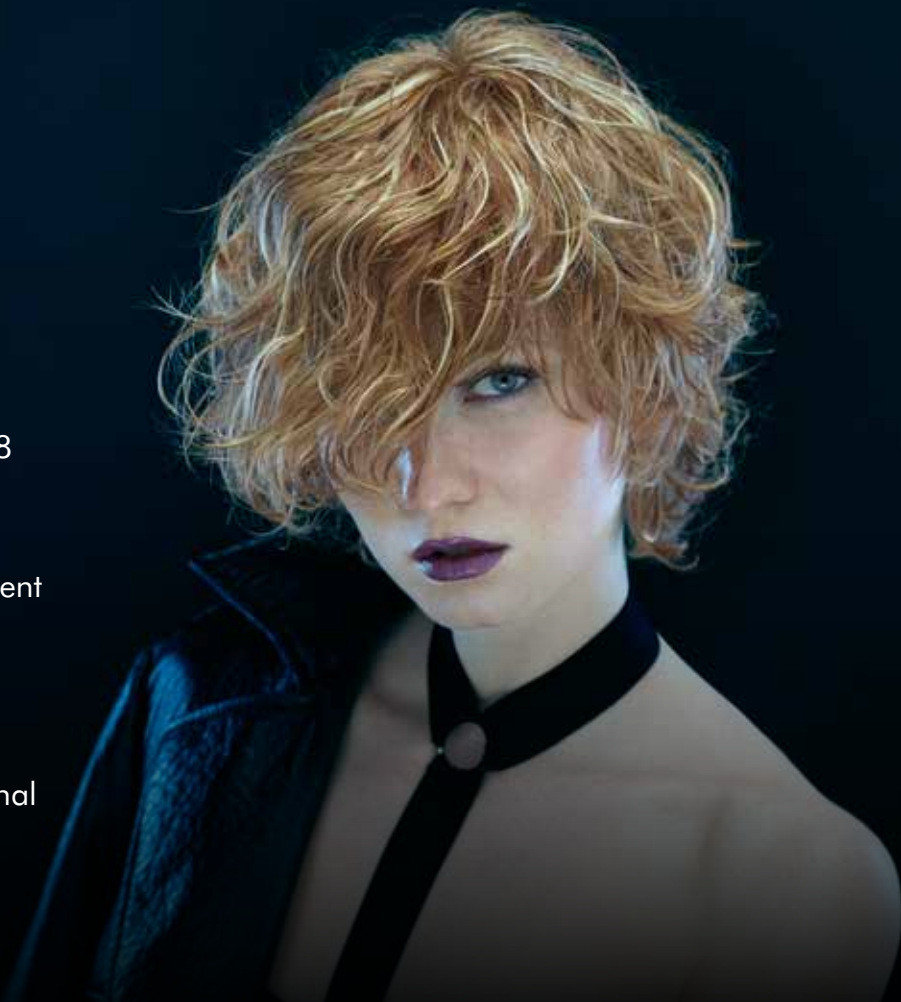


## **PROGRAM PERKS**

- Timely announcements on new product launches, technical, and chemical facts
- Exclusive education and travel opportunities
- Seasonal hair and makeup proposals from Milano, Italy, delivered to your door every Spring and Fall
- Complimentary education for new stylists
- Referrals to potential new clients in your area
- Free sampling of new products (Diamond and Blue Diamond only)
- Test new products before they go to market (Blue Diamond only)

## **FEATURES & BENEFITS**

- \$1,000 purchase requirement per quarter to qualify
- Exclusive education support
- New product preview
- Exclusive Hotline - 1.800.214.0618
- Retail product reimbursement
- Color support product reimbursement
- Backbar product reimbursement
- Education reimbursement
- Use LirePoints™ to attend educational seminars at the annual framesi International Congress in Europe





With framesi Elite Moda Capelli, rewards are far more attainable and comprehensive than with most competitor programs.

## FRAMESI MASTER COLORIST-

3 Part course

Class 1 -

### ADVANCED FORMULATION AND GRAY COVERAGE

We are personal, so let's get personal with our client's color formulations!

- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product

# 1,200

*Live*POINTS



**FRAMESI MASTER COLORIST** is a 3 part course geared toward every colorist!

Attendees are awarded a Certificate upon the successful completion of all 3 classes.



Class 2 -

### FULL SPECTRUM REDS

Discover how to achieve the most adm*Red* and desi*Red* reds in the industry!

- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product and literature



Class 3 -

### ADVANCED BLONDING AND COLOR CORRECTION

Learn and Decode the mystery to color correction and better blanding results!

- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product and literature

## ITALIAN HAIRSTYLE

framesi



1,800

LivePOINTS

*Spring Summer  
Collection 2018  
& step by step*

### DISCOVER ITALIANSTYLE

This 6-hour workshop teaches attendees color techniques, haircuts, and finishing based off the current season proposals, direct from Milan, Italy.

Attendees will learn about up-to-date makeup and fashion trends and how to marry the color to the cut.

- A 6-hour workshop
- Mannequins and clamps will be provided by framesi
- Color and working product is to be provided by framesi
- Conducted by a framesi ITALIAN STYLE Team member or framesi Design Group Member



400

LivePOINTS

### ITALIAN STYLE EVENING HAIR

This 4-hour workshop teaches stylists techniques essential in creating beautiful evening hair. Experience the importance of proper color placement and balance to accentuate elegant evening styles. This class is perfect for anyone from novice to experienced stylist.



400

LivePOINTS

### BALAYAGE AND HAIR PAINTING

Perfect the art of Balayage and hair painting tailored specific to each client through a hands-on workshop or demonstration.

Attendees will learn:

- The importance of placement and headshape
- framesi Decolor B Clay Lightener - designed specifically for free-hand lightening techniques
- Finishing the look with Framcolor Eclectic
- Root shadow, color melting, or all over toning



## SMOOTH EFFECTS - SILIS

Let's talk about the fastest growing in-salon service:

Chemical reshaping. Silis is a Thio based reshaping cream. It is the most compatible product of its kind for color treated hair.

In this class, we will reveal the truths and eliminate the myths surrounding this quick, easy, and very profitable service.

You will also learn creative, yet "sellable" techniques that you can take back to the salon.

## framesi SMOOTHING SYSTEM

Say **GOODBYE** to Frizz!

The framesi Smoothing System is **SCIENCE, TECHNOLOGY, AND NATURE** all combined into one customizable treatment that uses the protective and reparative properties of **KERASEA COMPLEX**. The framesi Smoothing System:

- **FIGHTS FRIZZ**
- **NOURISHES AND REPAIRS**
- **KEEPS HAIR HYDRATED, SHINY & CONDITIONED**
- **PROTECTS HAIR FROM HUMIDITY AND EXTERNAL AGENTS**
- **HAS NO ADDED FORMALDEHYDE\***

Stylists will learn the science behind framesi's Smoothing System, the application and process as well as how to customize the framesi Smoothing System specific to every client's needs!

\* Formaldehyde is not an ingredient in this product. Heat activation of other ingredients will result in the release of trace amounts of formaldehyde. For professional use only.



### framesi - THE ESSENTIALS

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Learn the basics in Formulation, Gray Coverage, and Tone on Tone Coloring

Course Includes:

- 4-hour class theory/hands-on
- Hands on swatch exercise

### framesi - ALL ABOUT REDS

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Learn the basics in Formulation, Gray Coverage, and Tone on Tone Coloring

Course Includes:

- 4-hour class theory/hands-on
- Hands on swatch exercise

### framesi - COLOR CORRECTING AND BLONDING

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Create beautiful blondes, take the fear out of color correction, and become more profitable by learning these valuable blonding and color correction lessons.

Course Includes:

- 4-hour class theory/hands-on
- Hands on swatch exercise



**400**  
*Lire*POINTS  
**EACH**



### SEMINARS ABROAD

LirePoints can be used to attend educational seminars at the annual framesi International Congress in Europe. For information on the next International Congress, contact 800-214-0618.

*Elite Moda Capelli* - the BEST SALON REWARDS Program



**framesi Elite Moda Capelli  
Technical Line –**

800-214-0618

**Most Extensive Hours:**

Monday through Friday:

9:00 AM to 8:00 PM (EST)

Saturday:

10:00 AM to 2:00 PM (EST)

18 ONE *Live* POINT EQUALS \$1 WORTH OF FREE FRAMESI PRODUCTS, EDUCATION, AND TOOLS

**Framesi is committed to providing you with all the necessary tools to create better beauty behind the chair.**

For over 30 years, framesi's Elite Moda Capelli technical line has provided unsurpassed service to stylists requiring technical assistance with framesi product brands:

- As an Elite Moda Capelli salon, you receive priority assistance on the framesi Technical Line
- Color Technicians available to answer questions immediately, six days a week. . . no need to leave a message and wait for a reply
- Find answers to technical questions, e.g. color formulation, color correction, bleaching, curl reduction, chemical products, haircare, etc.
- Share your ideas with our color technicians, chemist, or the education department
- Get a second opinion and talk with our color technicians who have hands-on experience working in our testing facility to help you enhance your artistry
- Get information on the newest framesi products

*Elite Moda Capelli*



“While other manufacturers fight over who diverts less than whom, framesi has never diverted.

framesi has always been. . .

*just for you.”*

- Dennis Katawczik,  
**framesi North America**



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