

FRAMESI COLOR LOVER[®]



HAIRCARE&STYLING



 framesi[®]
MILAN



>95% LONGER
LASTING
COLOR

THE *PERFECT MATCH* FOR YOUR *FAVORITE* *HAIRCOLOR...*

FRAMESI COLOR LOVER shampoos, conditioners, leave-in treatments & styling products 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

QUINOA (keen wah)

- 🌿 The "Mother Grain"
- 🌿 Commanding food source
- 🌿 Powerful protection
- 🌿 Healing & nourishing
- 🌿 Complete protein source
- 🌿 Essential amino acids
- 🌿 Gluten free

*Based on lab testing (see details on back cover)
†Leading Professional Color



>95% longer lasting color*

ALL FRAMESI COLOR LOVER PRODUCTS ARE:
VEGAN, GLUTEN FREE, PARABEN FREE, DEA FREE,
SODIUM CHLORIDE FREE, SULFATE FREE

FRAMESI
COLOR[®]
LOVER



DYNAMIC

DYNAMIC TONING

Banish the brass! Keep your color results rich & dynamic, all while maintaining the tonality of your dreams. The framesi **COLOR LOVER DYNAMIC** series refreshes hair tonality while revitalizing hair condition.



DYNAMIC BLONDE

DYNAMIC BLONDE VIOLET SHAMPOO

16.9 fl.oz./500mL | AVAILABLE IN LITERS!



Banish the brass!
Keep your blonde/gray/white hair brighter & more refined, while keeping your color >95% longer!*

DYNAMIC BLONDE CONDITIONER

16.9 fl.oz./500mL | AVAILABLE IN LITERS!



Perfect daily companion for DYNAMIC BLONDE VIOLET SHAMPOO to keep blonde & gray hair cool-toned, soft & healthy

DYNAMIC BLONDE SERUM

4.75 fl.oz./140mL



Daily leave-in fluid cream for strength & shine

NOT JUST FOR BLONDES!

Immediate reconstruction, manageability & moisture for ALL hair colors and types.

NEW! DYNAMIC RED & BRUNETTE

DYNAMIC RED RED SHAMPOO FOR RED HAIR

16.9 fl.oz./500mL



Rekindle your red, root to end!
Enhance your red without changing original tonality. Pomegranate extract provides natural age-defying & conditioning results for smoothness and shine!

DYNAMIC BRUNETTE COOL BROWN SHAMPOO FOR BRUNETTE HAIR

16.9 fl.oz./500mL



Keep it cool!
Eliminate brass & warmth without changing original tonality. Packed with algae proteins to add moisture & remove pollutants.

KEY PLANT-BASED DYNAMIC INGREDIENTS:



QUINOA



AVOCADO



SUNFLOWER



POMEGRANATE



BLUE GREEN SPIRULINA

technical assistance 1.800.245.6323

FRAMESI COLOR[®] LOVER



PRIMER 11

LEAVE-INS

The ultimate leave-in color boost spray & porosity equalizer.

Give your hair the care & protection it deserves with framesi primers. Fix frizz, and cut drying time while maintaining color >95% longer



PRIMER 11 & PRIMER 11 INTENSE

- RETAIN COLOR
- DAMAGE REPAIR
- SILKY & SHINY
- FIX FRIZZ
- BODY
- MENDS ENDS
- DETANGLE
- STYLE SUPPORT
- NO STATIC
- THERMAL GUARD
- WEIGHTLESS



PRIMER 11 LEAVE IN CONDITIONER

8.5 fl.oz. / 250mL

Your hair's hero, *you won't know how you ever lived without it!*

Give your hair the care & protection it deserves: a daily dose of quinoa in the ultimate leave in color boost spray.

Quinoa protein, vitamins & emollients detangle & penetrate hair with moisture & shine, enhancing it with body & strength.

Excellent when used as a porosity equalizer & cutting lotion.

- ♥ Cream Leave In Conditioner
- ♥ For Dry, Damaged, Unruly hair
- ♥ Maximum moisture for all hair types
- ♥ Baobab Seed Protein for instant repair
- ♥ Less breakage
- ♥ Spray less, love more
- ♥ Speeds up drying time

PLUS ALL BENEFITS OF PRIMER 11 !



PRIMER 11 INTENSE CREAM LEAVE IN CONDITIONER

8.5 fl.oz. / 250mL

Superheroes do exist. Meet **PRIMER 11 INTENSE** Cream Leave In Conditioner for dry, curly, damaged, or unruly hair.

Experience penetrating hydration & maximum moisture plus all the original benefits of **PRIMER 11**.

Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more.

Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

KEY PLANT-BASED PRIMING & MOISTURIZING INGREDIENTS:



QUINOA



ALOE VERA



SHEA BUTTER



COCONUT OIL



NATURAL OILS & VITAMINS

FRAMESI COLOR[®] LOVER



MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair & indulge.

Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color >95% longer.



MOISTURE

MOISTURE RICH SHAMPOO, CONDITIONER & MASQUE



MOISTURE RICH SHAMPOO

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Sulfate free, ultra-hydrating shampoo.

Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing shea butter drench hair in rich moisture.

Weightless formula restores vitality, radiance & instantly revives dry hair.



MOISTURE RICH CONDITIONER

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Rich, ultra-hydrating conditioner.

Advanced blend of Quinoa, natural oils & vitamins deeply immerse hair in moisture & nutrients.

Weightless formula leaves hair with body, condition & fabulous shine.



MOISTURE RICH MASQUE

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Ultra-deep revitalizing treatment

Advanced blend of Quinoa, natural oils & vitamins deeply immerse hair in moisture & nutrients.

Weightless formula repairs dry, damaged hair from within without buildup.

KEY PLANT-BASED MOISTURIZING INGREDIENTS:



QUINOA



ALOE VERA



SHEA BUTTER



COCONUT OIL



NATURAL OILS & VITAMINS

FRAMESI COLOR[®] LOVER



VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color >95% longer.



VOLUME

VOLUME BOOST SHAMPOO, CONDITIONER & LEAVE-IN



VOLUME BOOST SHAMPOO

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Sulfate free volumizing shampoo

Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume.

Strengthens hair & supports style



VOLUME BOOST CONDITIONER

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Ultra-light, ultra-rich volumizing conditioner

Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume.

Strengthens hair & supports style



VOLUME BOOST 2 PHASE CONDITIONER

8.5 fl.oz. / 250mL

Ultra-light, volumizing leave-in spray conditioner

Quinoa, vitamins & emollients detangle, eliminate static & aid styling.

Dynamic 2 phase formulation:
White Phase - protects color, nourishes hair & smooths cuticle
Violet Phase - protects color, detangles & boosts body and shine

Shake it, spray it - for one dynamic result.

KEY PLANT-BASED VOLUMIZING INGREDIENTS:



QUINOA



ALOE VERA



MEADOWFOAM SEED OIL



COCONUT OIL



RICE PROTEIN

FRAMESI COLOR[®] LOVER



SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever, while keeping your color >95% longer.



SMOOTH

SMOOTH SHINE SHAMPOO & CONDITIONER



SMOOTH SHINE SHAMPOO

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Sulfate free shampoo cleanses & calms unmanageable hair

Quinoa, meadowfoam seed oil, aloe vera leaf juice & vitamins, combined with a conditioning silk moisturizer, work in synergy to nourish & calm unmanageable, frizzy hair.

Protects hair from humidity & leaves it silky, shiny & smooth.



SMOOTH SHINE CONDITIONER

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Ultra rich daily smoothing conditioner

Quinoa, combined with coconut oil conditioning agents, flax protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair.

Protects hair from humidity & leaves it silky, shiny & smooth.

KEY PLANT-BASED SMOOTHING INGREDIENTS:



QUINOA



ALOE VERA



MEADOWFOAM SEED OIL



COCONUT OIL



FLAX PROTEIN

FRAMESI COLOR[®] LOVER



CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color >95% longer.



CURL

CURL DEFINE SHAMPOO & CONDITIONER



CURL DEFINE SHAMPOO

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Sulfate free, moisturizing shampoo

Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique Rice Curl Complex to enhance curls.

Combats dull, dry, frizzy hair for soft, defined, radiant curls.



CURL DEFINE CONDITIONER

16.9 fl.oz./500mL | AVAILABLE IN LITERS!

Ultra defining daily conditioner inspires curls

Quinoa, natural oils & vitamins combined with a unique Rice Curl Complex works in synergy to enhance curls.

Protects hair from humidity & leaves it silky, shiny & smooth.

KEY PLANT-BASED CURLING INGREDIENTS:



QUINOA



ALOE VERA



RICE PROTEIN



COCONUT OIL



SWEET ALMOND OIL

FRAMESI COLOR[®] LOVER



STYLING

Smooth & straight, curly & bouncy, or lifted & voluminous, **FRAMESI COLOR LOVER** Styling products have you covered with no buildup so your haircolor can shine through and last >95% longer.



STYLE

PROGRESSIVELY SMOOTH



PROGRESSIVELY SMOOTH

Take home smoothing

6 fl.oz. / 177mL

A one of a kind product leading the way in smoothing technology. Continuous control continually transforms hair from the inside.

- ♥ Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products.
- ♥ Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes.
- ♥ Can use with a flat iron, but not required. Offers powerful hair protection & repair.



NOTICEABLE RESULTS IN AS LITTLE AS 3 APPLICATIONS



PROGRESSIVELY TAME LOCKS WITH EVERY APPLICATION

KEY PLANT-BASED STYLING INGREDIENTS:



QUINOA



ALOE VERA



BLUE LOTUS



GRAPE SEED



ROSE OF JERICHO

FRAMESI COLOR[®] LOVER



STRENGTH HUMIDITY DEFENSE

PROGRESSIVELY STRONG 6 fl.oz. / 177mL

- ♥ Strengthens with every application
- ♥ Advanced strengthening game changer
- ♥ Seal & repair damage from the inside out, leaving hair more resilient, shiny & frizz free
- ♥ Fortify follicles & prevent breakage.
- ♥ Weightless, does not coat or dull hair



HAIR REPAIR FOAM 6 fl.oz. / 177mL

- ♥ Protects, reinforces and strengthens bonds from the inside-out
- ♥ Specifically formulated for weak, damaged & fragile hair
- ♥ Lightweight formula bonds and texturizes without stiffness or dryness
- ♥ Added volume, texture & shine
- ♥ Weightless, does not coat or dull hair

HAIR STRAIGHTENING SERUM 6 fl.oz. / 177mL

- ♥ Straighten up! Resist humidity while moisturizing & nourishing hair
- ♥ Antioxidant rich ingredients defend against aging & environmental damage
- ♥ Use with heat for accelerated smoothing results
- ♥ The perfect pair for **Progressively Smooth** (see previous page)
- ♥ Weightless, does not coat or dull hair



STOP FRIZZ *Anti-Humidity Serum* 3.4 fl.oz. / 100mL

Frizz & fly-aways end here for all hair types. STOP FRIZZ infuses hair with balanced moisture. Repairs split ends, softens & defines curls, conquers humidity. Use with or without heat for all day protection & shine. Thermal tool activated for 24-hour smoothing.



STYLE

VOLUME

RAISE THE ROOTS

6 fl.oz. / 177mL

- ♥ Spray at the root to provide lift & volume
- ♥ Excellent for all hair types, even the finest textures
- ♥ Spray from root to ends for all over texture & body
- ♥ Weightless, does not coat or dull hair



BLOW IT BIG

6 fl.oz. / 177mL

- ♥ Moisturizes, adds volume & body, and leaves hair tossable
- ♥ Offers strong thermal protection
- ♥ Speeds up drying time
- ♥ Weightless, does not coat or dull hair



CURL

BOUNCE

6 fl.oz. / 177mL

- ♥ Rejuvenate & redefine curls, day of and day after
- ♥ Moisture rich formula instantly smooths hair & eliminates frizz
- ♥ Delivers humidity protection & curl support
- ♥ Weightless, does not coat or dull hair



CURL PUDDING

6 fl.oz. / 177mL

- ♥ Defines & separates curl, providing softness and curl definition
- ♥ Adds moisture, conditions curls, smooths & tames frizz
- ♥ Softens unruly hair, reduces breakage
- ♥ Weightless, does not coat or dull hair

THERMAL DEFENSE

FLASH DRY *Super Dry Accelerator*

8.5 fl.oz. / 250mL

Go in a flash with this time-saving blow dry spray. With intense heat protection (450° F), this lightweight formula detangles & smooths while dramatically reducing drying time & eliminating frizz. Humidity resistant formula protects hair from damage & breakage.

72% more thermal protection • Cut blow dry time by 47%



NO WORRIES, FREE OF HARMFUL INGREDIENTS!

**VEGAN, FREE OF GLUTEN, PARABENS,
SODIUM CHLORIDE, SULFATES & DEA**

visit framesiprofessional.com for more info!

FRAMESI COLOR[®] LOVER



>95% longer lasting color*

 framesiusa

 facebook.com/FramesiUSA

 youtube.com/FramesiNorthAmerica

 framesiprofessional.com

*Lab testing conducted in conjunction with a reputable independent entity. Testing was performed on Framesi Color Lover & in comparison to a leading competitive brand's performance & claims.

Performance results were measured by a colorimeter. Representative results illustrated on page 3 of this brochure.

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