

HAIRCARE&STYLING

















>95% LONGER
LASTING
COLOR

HAIRCARE & STYLING

YOUR GUARANTEE FOR HAPPILY EVER AFTER!

In that moment, when the chair spins around & you suddenly see the haircolor of your dreams, it's love at first sight.

You know it's special & you want it to last.

Meet **FRAMESI COLOR LOVER** shampoos, conditioners, leave-in treatments, and styling products. Each filled with a promise to keep your haircolor shiny & vibrant, infusing color protection, anti-aging oils & nourishing vitamins day after day.



LOVE THAT WON'T FADE

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*



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





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 flfl.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

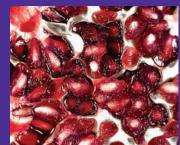
16.9 fl.oz./500mL

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





PRIMER 1.

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

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





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.

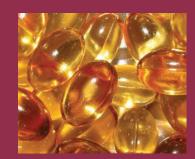
Weightless formula repairs dry, damaged hair from within without buildup.

KEY PLANT-BASED MOISTURIZING INGREDIENTS:









QUINOA

ALOE VERA

SHEA BUTTER

COCONUT OIL

NATURAL OILS & VITAMINS

technical assistance 1.800.245.6323





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 strenghten 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





SMOOTH SHINE

Hello smooth & sleek, farewell flyaways & frizz. Unlock your smoothest, shinest hair ever, while keeping your color >95% longer.



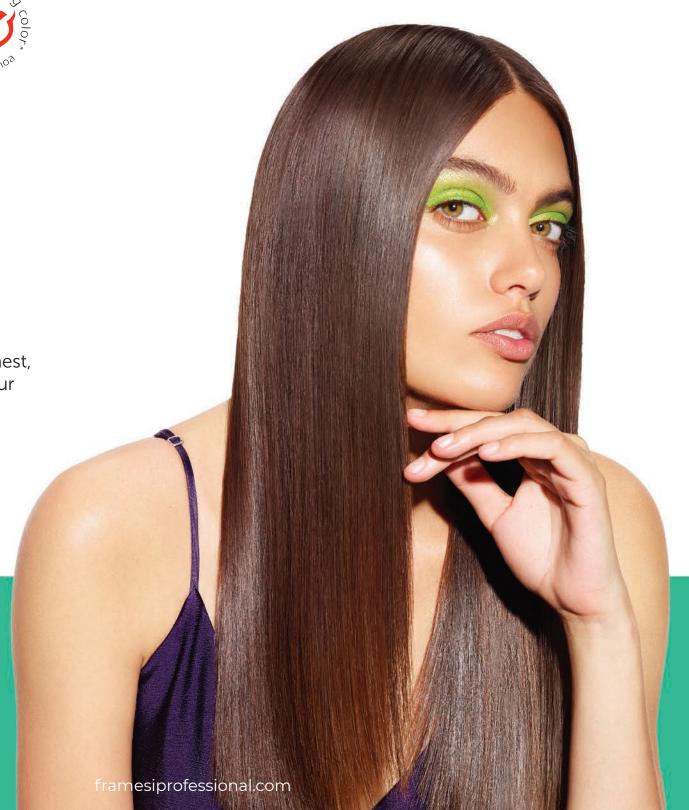












SMOOTH

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 ϑ leaves it silky, shiny ϑ smooth.

KEY PLANT-BASED **SMOOTHING** INGREDIENTS:



QUINOA



ALOE VERA



MEADOWFOAM SEED OIL



COCONUT OIL



FLAX PROTEIN



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



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 θ less frizzy the hair becomes.
- ▼ Can use with a flat iron, but not required Offers powerful hair protection & repair





PROGRESSIVELY TAME LOCKS WITH EVERY APPLICATION

KEY PLANT-BASED STYLING INGREDIENTS:









QUINOA

ALOE VERA

BLUE LOTUS

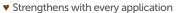
GRAPE SEED

ROSE OF JERICHO



STRENGTH HUMIDITY DEFENSE





- ♥ Advanced strengthening game changer
- ♥ Seal & repair damage from the inside out, leaving hair more resilient, shiny & frizz free
- ♥ Weightless, does not coat or dull hair



- bonds from the inside-out
- damaged & fragile hair
- texturizes without stiffness or dryness
- ♥ Weightless, does not coat or dull hair

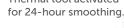
HAIR STRAIGHTENING SERUM 6 fl.oz. / 177mL

- ♥ 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



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













@framesi

COLOR







VOLUME

6 fl oz / 177ml

& volume

@framesi

the finest textures

texture & body

BOUNCE

CURL

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

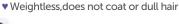


FLASH DRY Super Dry Accelerator 8.5 fl.oz. / 250mL

THERMAL DEFENSE

Go in a flash with this time-saving blow dry spray. With intense heat protection (450° F), this lightweight formula detangles & smoothes 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%



♥ Spray from root to ends for all over

RAISE THE ROOTS

♥ Spray at the root to provide lift

♥ Excellent for all hair types, even

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



NO WORRIES, FREE OF HARMFUL INGREDIENTS!

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

visit framesiprofessional.com for more info!

FRAMESICOLOR® COLOR® LOVER



>95% longer lasting color*

- **O** 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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