

# Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY

- ✓ AFFORDABLE LUXURY - Superior quality, two applications per 100mL tube
- ✓ EASY - Same formula root to ends with 100% gray coverage
- ✓ INNOVATIVE - Pure tone, true to swatch results that do not brown out

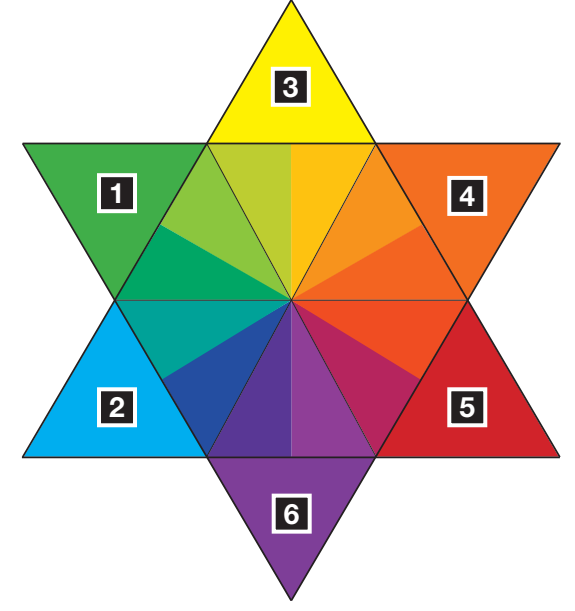
## Goldr Redr Violetr

Bases		The Naturalr (blue-violet)	The Goldr (yellow)	The Copper Goldr (yellow-orange)	The Sandr (yellow-violet)	The Auburnr (orange)	The Ambers (orange-violet)	The Coralr (red-yellow)	The Redr (red-violet)	The Redr (red-blue)	The Chocolater (violet-orange)	The Violetr (violet-red)	The Violetr (violet-green)	The Violetr (violet-blue)	(violet)	The Naturalr Arhr (green-blue)	The Ultra Liftr
Yellow/White	10	10															12
Yellow	9	9	9.33		9.36	9.4	9.46	9.53				10.61	10.626				Ultra Lift Natural (no tone)
Yellow/Orange	8	8	8.33	8.34	8.36	8.4	8.46	8.53				9.61	9.626	9.6			Ultra Lift Arh
Orange	7	7	7.33	7.34	7.36	7.4	7.46		7.56		7.64						12.12
Red/Orange	6	6	6.33	6.34	6.36	6.4	6.46		6.56		6.64						Ultra Lift Beige
Red	5	5					5.46		5.56	5.52	5.64	5.66	5.61				12.31
Red/Violet	4	4					4.46				4.64	4.65					Ultra Lift Pearl
Violet	3	3															12.62
Blue/Violet	2	2															Ultra Lift Arh

### Pure Colors



### Numbering System / Color Wheel



	Reflexes (Tones)
NATURAL	1 - 10
NATURAL ASH	.12 (green/blue)
PEARLS	.26 (blue/violet)
	.6 (violet)
GOLDEN	.33 (yellow)
GOLDEN COPPER	.34 (yellow/orange)
SANDS	.36 (yellow/violet)
COPPER	.4 (orange)
AMBERS	.46 (orange/violet)
RED	.56 (red/violet)
	.52 (red/blue)
CORALS	....53 (red/yellow)
CHOCOLATE	.64 (violet-orange)
VIOLET	.66 (violet/violet)
	.65 (violet/red)
	.61 (violet/green)
ULTRA LIFTS	12.
PURE COLORS	.11 // .22 // .33 // .55 // .56 // .66

### FRAMESI PROFESSIONAL ACTIVATOR



PROCESSING TIMES	
Levels 1-10	= 35 minutes
Resistant gray	= 45 minutes
Ultra Lifts (12 series)	= 45 minutes

1 : 1 mix ratio; 1 : 2 mix ratio for 12 Series

10 volume (3%)	• Toning pre-lightened hair
20 volume (6%)	• 100% gray coverage • darkening • level on level • 1 level of lift
30 volume (9%)	• 100% gray coverage • 2 levels of lift
40 volume (12%)	• 100% gray coverage • 3 - 4 levels of lift • up to 5 levels of lift with 12 series

### GUIDING PRINCIPLE OF HAIRCOLOR

Remaining color at lift level + the framesi color base = the final color.

### 4 Steps to Formulation

- 1.) Determine natural level
- 2.) Determine desired level
- 3.) Determine tonal direction (warm or cool)
- 4.) Determine developer needed

### Pure Colors Mixing Instructions:

- For the brightest, most vivid intense results
1. Apply to pre-lightened hair
  2. Mix 1:1 with developer (30cc/1 oz Framcolor Glamour Pure Color + 30cc/1 oz Activator 20)
  3. Process 10-20 minutes

### Pure Colors Pastels

- For the brightest, most vivid pastel results
1. Apply to pre-lightened hair
  2. Squeeze 30cc/1 oz Framcolor Glamour 12 + 2 ribbon inches Framcolor Pure Colors in bowl.

For full directions, refer to the Framcolor Glamour Technical Manual.

framesi Technical Assistance  
1.800.245.6323

Monday - Thursday 9:00 a.m. to 8:00 p.m. E/T  
Friday 9:00 a.m. to 4:30 p.m. E/T

Elite Technical Assistance  
1.800.214.0618

Always perform a patch test prior to any color service.

