

FRAMCOLOR 2001 INTENSE SERIES & BASES

	reflex (tone)	base	suggested usage
INTENSE NATURAL	.00	INTENSE BLUE   VIOLET	- INTENSE 100% GRAY COVERAGE - CREATE INTENSE BRUNETTES & BLONDES
MOKA	.024	INTENSE BLUE   ORANGE	- USE ALONE FOR WARMER BRUNETTES WITH INTENSE 100% GRAY COVERAGE - CREATE FULL BODIED BRUNETTES, BLONDES & BRONDES
COOL GOLD	.031	INTENSE YELLOW   GREEN	- USE ALONE FOR COOL GOLDS WITH GRAY COVERAGE - CREATE BEAUTIFUL, NATURAL GOLDS
INTENSE GOLD	.33	INTENSE YELLOW   YELLOW	- TO ENHANCE WARMTH OR ADD GOLD TO ANY FORMULA. - CAN BE ADDED TO RESISTANT GRAY COVERAGE FORMULAS FOR A RICHER RESULT. - CREATES BEAUTIFUL WARM GOLDEN BLONDES WHEN USED AS A TONER.
HAZELNUT	.035	INTENSE YELLOW   RED	- USE ALONE TO CREATE WARM HAZELNUTS WITH GRAY COVERAGE - MIX WITH THE INTENSE NATURALS TO CREATE RICH BRUNETTES & BLONDES ON WHITE HAIR - EXCELLENT FOR TONING AND LOWLIGHTING
SANDY BEIGE	.036	INTENSE YELLOW   VIOLET	- USE ALONE TO CREATE SOFT AND DELICATE SANDY, BABY BLONDES WITH GRAY COVERAGE - EXCELLENT FOR TONING PRE-LIGHTENED HIGHLIGHTS
AMBER BLONDE	.046	INTENSE ORANGE   VIOLET	- CREATE WARM BRUNETTE OR BLONDE SHADES WITH A SOFT, NATURAL COPPER TONE
COPPER	.044	INTENSE ORANGE   ORANGE	- CREATE INTENSE COPPER TONES - CAN BE USED FOR GRAY COVERAGE, BUT NOT RECOMMENDED FOR USE ALONE ON HAIR WITH HIGH PERCENTAGES OF GRAY
RED NATURAL	.054	INTENSE RED   ORANGE	- CREATES RICH, WARM RED TONES WITH NATURAL RESULTS. - CAN BE USED ALONE FOR A SOFTER RED RESULT OR INTERMIXED WITH OTHER REDS FOR A MORE VIBRANT RESULT. - PROVIDES 100% GRAY COVERAGE
DEEP RED	.055	INTENSE RED   RED	- CREATE INTENSE TRUE RED TONES - MIX WITH INTENSE COOL GOLD OR SANDY BEIGE FOR GRAY COVERAGE.
INTENSE EXTREME VIOLET	.066	INTENSE VIOLET   VIOLET	- CREATE INTENSE VIOLET TONES - MIX WITH INTENSE NATURALS (.00) OR MOKAS (.024) FOR GRAY COVERAGE
MOTHER OF PEARL	.62	INTENSE VIOLET   BLUE	- TONE HAIR TO A BEAUTIFUL MOTHER OF PEARL BLONDE - TONE HAIR TO CREATE THE PERFECT BASE FOR VIVID COLOR APPLICATION
ICE PEARL	.26	INTENSE VIOLET   BLUE	- TONE HAIR TO A BEAUTIFUL ICY, PEARL BLONDE - TONE HAIR TO CREATE THE PERFECT BASE FOR COOLER, VIVID COLOR APPLICATION
BLUE QUARTZ	.022	INTENSE BLUE   BLUE	- CREATES DENIM AND NAVY TONERS WHEN USED ON PRE-LIGHTENED HAIR. - MAXIMUM REFINEMENT AND CONTROL OF WARMTH DURING LIFT - REFINES BRASSY ENDS ON LEVELS 7 AND BELOW. - CAN BE USED AS A CONCENTRATE FOR A SMOKEY ASH RESULT.
FROZEN BROWN	.021	INTENSE BLUE   GREEN	- MIX WITH INTENSE NATURALS (.00) FOR THE COOLEST GRAY COVERAGE - TOTAL CONTROL IN CREATING COOL BRUNETTES AND BLONDES - MIX WITH MOTHER OF PEARL (.62) FOR SMOKEY GRAYS - NOT RECOMMENDED TO USE ALONE FOR GRAY COVERAGE

FRAMCOLOR 2001 INTENSE SERIES AND BASES

# FRAMCOLOR 2001 INTENSE

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updated 6-4-24



# FRAMCOLOR 2001 INTENSE

## PERMANENT HAIRCOLOR



# WALLCHART

FEATURING ALL 40+ LUMINOUS, HI-FI INTENSE TONERS & SHADES THAT PROCESS IN HALF THE TIME!

# FRAMCOLOR 2001 INTENSE



### FRAMCOLOR 2001 INTENSE MEASURING

FRAMCOLOR 2001 INTENSE is measured using the universal metric system, based on units of 10 called "cc's." Each tube of FRAMCOLOR 2001 INTENSE is clearly marked in 10cc increments, for ultimate ease in measuring.

### FRAMCOLOR 2001 INTENSE MIXING

- Mix 30cc (1 oz.) of FRAMCOLOR 2001 INTENSE with 60cc (2 oz.) of the appropriate FRAMESI PROFESSIONAL ACTIVATOR (see chart at bottom).
- Apply color mixture to the hair and PROCESS IN HALF THE TIME!
- Rinse, shampoo and proceed with styling.

### ECONOMICAL



1 PART HAIRCOLOR • 2 PARTS ACTIVATOR

PLEASE NOTE: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but PROCESS IN HALF THE TIME!

### MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR 2001 FOR 130+ PERMANENT SHADES THAT PROCESS IN HALF THE TIME!



### CHOOSING THE BEST FRAMESI PROFESSIONAL ACTIVATOR

FRAMESI PROFESSIONAL ACTIVATOR



Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

ACTIVATOR VOLUME	DESIRED COLOR RESULT							
	TONING	DARKER DEPOSIT	ON LEVEL	1 LEVEL OF LIFT	2 LEVELS OF LIFT	3-4 LEVELS OF LIFT	GRAY COVERAGE	REFRESHING FADED ENDS
10	X							X
15	X	X					X	X
20			X	X			X	X
25				X	X		X	
30					X		X	
40						X	X	

PLEASE NOTE: When choosing between two FRAMESI PROFESSIONAL ACTIVATORS listed under the DESIRED COLOR RESULT in the chart above, please select the most appropriate option for your client. Choose the lower volume activator when coloring more porous and/or fragile hair. Choose the higher volume activator for more resistant hair.

### COMPLETING THE COLOR SERVICE WITH FRAMESI COLOR METHOD

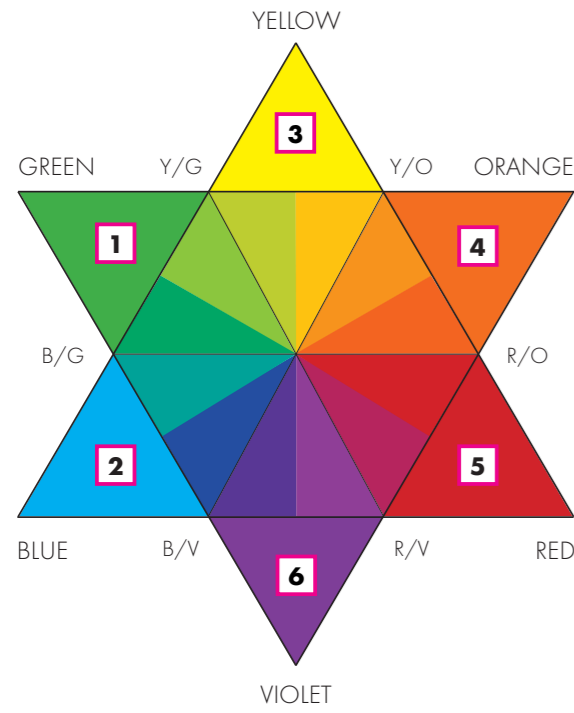
**COLOR METHOD SHAMPOO GO**  
A gentle after-color shampoo for salon use only. Minimizes color fadeage with a blend of surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

**COLOR METHOD POST COLOR MASK**  
A conditioning after-color mask specifically formulated to restructure the hair after a color service, extending the life of the color up to 47%. Cationic conditioners wrap hair in a protective, shine enhancing shield, letting color shine through.



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**NUMBERING SYSTEM KEY**

Level is denoted by the left most number.

.	a separation mark between level and description
00	denotes <b>INTENSE NATURALS</b>
0	denotes <b>INTENSE</b>
1	= GREEN
2	= BLUE
3	= YELLOW
4	= ORANGE
5	= RED
6	= VIOLET

**COLOR THEORY**

Color may be warm or cool, depending on amount of blue, red, and yellow contained in each color.

When you mix *primary* colors, you create *secondary* colors.

When you mix *primary* and *secondary* colors, you create *tertiary* colors.

When working with the *Color Wheel*, you can:

ORANGE	= RED + YELLOW	YELLOW/ORANGE	BLUE/VIOLET
VIOLET	= RED + BLUE	RED/ORANGE	BLUE/GREEN
GREEN	= BLUE + YELLOW	RED/VIOLET	YELLOW/GREEN

1. WORK AROUND THE WHEEL - to create color
2. WORK ACROSS THE WHEEL - to refine color

**STEPS TO FORMULATION**

**1. DETERMINE THE NATURAL LEVEL (NL)**

Match the natural level of the hair using the **INTENSE NATURAL SERIES** on the **FRAMCOLOR 2001 INTENSE** swatchcard.

**2. DETERMINE THE DESIRED LEVEL (DL)**

Determine the final desired level. Is the client going darker, lighter, or staying the same color level?

**3. DETERMINE THE TONAL VALUE OF THE DESIRED LEVEL**

**THE GUIDING PRINCIPAL OF COLOR:**  
The remaining color at lift level + framesi color base = final tone.

Remaining color may be enhanced or refined depending on desired results. Refer to the color wheel and series/bases.

**4. DETERMINE THE CORRECT DEVELOPER**  
See chart on inside cover.

**PRELIMINARY TEST STRAND/ PATCH TEST**

Prior to the application of color, the FDA requires that you perform a simple patch test to determine if the person is allergic to the color dye, and that the test is performed 24-48 hours prior to each application behind the ear or in the bend of the elbow.

If redness, burning, itching, small blisters or any other type of eruption appears in the general area used for the skin test during the first 24-48 hours, then the individual is sensitive to the dye, and *under no circumstances* should it be used to dye the hair.

**FORMULATE FOR DESIRED COLOR IN MINUTE FORM**  
4 ribbon inches of desired shade + 10cc of activator

EXAMPLE DESIRED FORMULA:		TEST STRAND/ PATCH TEST	
30cc (1 oz.)	60cc (2 oz.)	4 ribbon inches	10cc (1/3 oz.)
FRAMCOLOR 2001 INTENSE 5.00	FRAMESI PROFESSIONAL ACTIVATOR 20	FRAMCOLOR 2001 INTENSE 5.00	FRAMESI PROFESSIONAL ACTIVATOR 20

**\* PLEASE NOTE:** Patch test formulation must be the exact same formula to be used on the client. **DO NOT USE FRAMCOLOR 2001 INTENSE ON EYELASHES, EYEBROWS, BEARDS, OR FACIAL HAIR.**

**TECHNICAL ASSISTANCE 1.800.245.6323**

MONDAY - THURSDAY 9:00 a.m. - 8:00 p.m. EST  
FRIDAY 9:00 a.m. - 4:30 p.m. EST



NATURAL LEVEL REMAINING COLOR

10	White/ Yellow
9	Yellow
8	Yellow/ Orange
7	Orange
6	Red/ Orange
5	Red
4	Red/ Violet
3	Violet
2	Blue/ Violet
1	Blue
<b>CONCENTRATE</b>	

INTENSE NATURAL INTENSE BLUE   VIOLET	MOKA INTENSE BLUE   ORANGE	COOL GOLD INTENSE YELLOW   GREEN	HAZELNUT INTENSE YELLOW   RED	SANDY BEIGE INTENSE YELLOW   VIOLET	AMBER BLONDE INTENSE ORANGE   VIOLET	COPPER INTENSE ORANGE   ORANGE	RED NATURALS INTENSE RED   ORANGE	DEEP RED INTENSE RED   RED	EXTREME VIOLET INTENSE VIOLET   VIOLET	MOTHER OF PEARL VIOLET   BLUE	ICE PEARL BLUE   VIOLET	BLUE QUARTZ BLUE	FROZEN BROWN INTENSE BLUE   GREEN
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10.00 ULTRA LIGHT BLONDE		10.31 PLATINUM COOL GOLD BLONDE								10.66 VIOLET PLATINUM BLONDE	10.62 MOTHER OF PEARL BLONDE	10.26 PLATINUM ICE PEARL BLONDE		10.21 PLATINUM FROZEN ICE BLONDE	
9.00 ULTRA LIGHT BLONDE INTENSE				9.036 ULTRA LIGHT BLONDE SANDY BEIGE										9.022 VERY LIGHT BLONDE BLUE QUARTZ	
8.00 LIGHT BLONDE INTENSE	8.024 LIGHT BLONDE MOKA	8.031 LIGHT GOLD COOL	8.035 LIGHT BLONDE HAZELNUT	8.036 LIGHT BLONDE SANDY BEIGE	8.046 LIGHT AMBER BLONDE	8.044 LIGHT RED COPPER								8.022 LIGHT BLONDE BLUE QUARTZ	8.021 LIGHT BLONDE FROZEN BROWN
7.00 MEDIUM BLONDE INTENSE	7.024 MEDIUM BLONDE MOKA	7.031 MEDIUM GOLD COOL	7.035 MEDIUM BLONDE HAZELNUT	7.036 MEDIUM BLONDE SANDY BEIGE	7.046 MEDIUM AMBER BLONDE	7.044 MEDIUM RED COPPER	7.054 MEDIUM RED NATURAL							7.022 MEDIUM BLONDE BLUE QUARTZ	7.021 MEDIUM BLONDE FROZEN BROWN
6.00 DARK BLONDE INTENSE	6.024 DARK BLONDE MOKA	6.031 DARK GOLD COOL	6.035 DARK BLONDE HAZELNUT	6.036 DARK BLONDE SANDY BEIGE	6.046 DARK AMBER BLONDE	6.044 DARK RED COPPER	6.054 RED NATURAL	6.055 DEEP LIGHT RED						6.022 DARK BLONDE BLUE QUARTZ	6.021 DARK BLONDE FROZEN BROWN
5.00 LIGHT BROWN INTENSE	5.024 LIGHT BROWN MOKA						5.054 DARK RED NATURAL	5.055 DEEP RED	5.066 EXTREME LIGHT VIOLET						
4.00 MEDIUM BROWN INTENSE	4.024 MEDIUM BROWN MOKA									4.066 EXTREME DARK VIOLET					

