

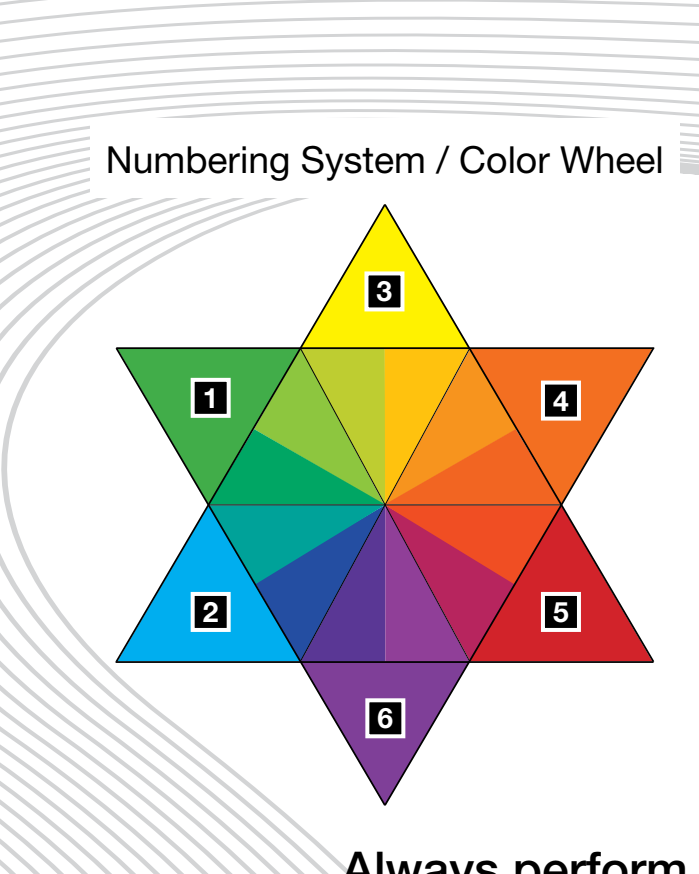
Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY

- ✓ Simple... 100% gray coverage with each of the 53+ shades (no intermixing)
- ✓ Easy... same formula root to ends, never browns out
- ✓ Creative... pure tone results from pre-blended formulas

Bases →		Goldr			Redr			Violetr			The Ultra Lifts			
Remaining Color	Natural Level	The Naturalr (blue-violet)	The Goldr (yellow)	The Copper Goldr (yellow-orange)	The Sandr (yellow-violet)	The Auburnr (orange)	The Ambers (orange-violet)	The Redr (red-violet)	The Redr (red-blue)	The Chocolater (violet-orange)	The Violetr (violet)	The Violetr (violet-red)	The Natural Asher (green-blue)	The Ultra Lifts
Yellow/White	10	10 Platinum Blonde												12 Ultra Lift Natural (no tone)
Yellow	9	9 Very Light Blonde	9.33 Very Light Golden Blonde	9.34 Very Light Golden Coppery Blonde	9.36 Jandy Very Light Blonde	9.4 Very Light Auburn Blonde	9.46 Extra Light Amber Blonde						9.12 Very Light Blonde Natural Ash	12.12 Ultra Lift Ash
Yellow/Orange	8	8 Light Blonde	8.33 Light Golden Blonde	8.34 Light Golden Coppery Blonde	8.36 Jandy Light Blonde	8.4 Light Auburn Blonde	8.46 Light Amber Blonde						8.12 Light Blonde Natural Ash	12.3 Ultra Lift Gold
Orange	7	7 Medium Blonde	7.33 Medium Golden Blonde	7.34 Medium Golden Coppery Blonde	7.36 Jandy Medium Blonde	7.4 Medium Auburn Blonde	7.46 Medium Amber Blonde	7.56 Medium Blonde Natural Red		7.64 Medium Milk Chocolate Blonde			7.12 Medium Blonde Natural Ash	12.31 Ultra Lift Beige
Orange/Red	6	6 Dark Blonde	6.33 Dark Golden Blonde	6.34 Dark Golden Coppery Blonde	6.36 Jandy Dark Blonde	6.4 Dark Auburn Blonde	6.46 Dark Amber Blonde	6.56 Dark Blonde Natural Red		6.64 Dark Almond Chocolate Blonde			6.12 Dark Blonde Natural Ash	12.62 Ultra Lift Pearl
Red	5	5 Light Chestnut					5.46 Light Amber Chestnut	5.56 Light Brown Natural Red	5.52 Light Brown Mahogany Red	5.64 Dark Chocolate Light Chestnut	5.66 Light Brown Intense Purple		5.12 Light Chestnut Natural Ash	
Red/Violet	4	4 Medium Chestnut					4.46 Medium Amber Chestnut			4.64 Extra Dark Chocolate Medium Chestnut		4.65 Medium Chestnut Natural Purple	4.12 Medium Chestnut Natural Ash	
Violet	3	3 Dark Chestnut												
Blue/Violet	2	2 Brown												
Blue	1	1 Black												

Pure Colors	9.333	7.55	9.56	6.66	6.22	7.11
	Pure Yellow	Pure Red	Pure Pink	Pure Purple	Pure Blue	Pure Green



Reflexes (Tones)

NATURAL	1 - 10
NATURAL	.12 (green/blue)
NATURAL ASH	.33 (yellow)
GOLDEN	.34 (yellow/orange)
GOLDEN COPPER	.36 (yellow/violet)
SANDS	.4 (orange)
COPPER	.46 (orange/violet)
AMBERS	.56 (red/violet)
RED	.52 (red/blue)
CHOCOLATE	.64 (violet-orange)
VIOLET	.66 (violet)
ULTRA LIFTS	.65 (violet/red)
	12.

Activators

1 : 1 mix ratio

20 volume (6%)	• 100% gray coverage • darkening • tone on tone • 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

PROCESSING TIMES

Levels 1-10	= 35 minutes
Resistant gray	= 45 minutes
Ultra Lifts (12 Series)	= 45 minutes

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 developer needed
- 4.) Determine tonal direction (warm or cool)

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.

See page 25 of your Framcolor Glamour Technical Manual for complete instructions.

framesi Technical Assistance
1.800.245.6323

Monday - Friday 9:00 a.m. to 8:00 p.m. E/ET
Saturday 10:00 a.m. to 2:00 p.m. E/ET

Elite Moda Capelli Technical Assistance
1.800.214.0618

Always perform a patch test prior to any color service.