

ESTTA Tracking number: **ESTTA657469**

Filing date: **02/23/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	Framkat, LP
Granted to Date of previous extension	03/11/2015
Address	17 Avenue A Leetsdale, PA 15056 UNITED STATES

Name	Framesi SpA		
Entity	Corporation	Citizenship	Italy
Address	Strada Statale 35 dei Giovi 20037 Paderno Dugnano MILAN, ITALY		

Attorney information	Roberta Jacobs-Meadway Eckert Seamans Cherin & Mellott, LLC 50 South 16th Street PHILADELPHIA, PA 19102 UNITED STATES rjacobsmead- way@eckertseamans.com, ipdocket@eckertseamans.com, lmcguinness@eckertseamans.com Phone: 215-851-8522
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Applicant Information

Application No	86309802	Publication date	11/11/2014
Opposition Filing Date	02/23/2015	Opposition Period Ends	03/11/2015
Applicant	RLP Ventures, LLC Times Sq Station PO Box 2605 New York, NY 101082605 UNITED STATES		

Goods/Services Affected by Opposition

<p>Class 003. First Use: 2013/01/01 First Use In Commerce: 2013/01/01 All goods and services in the class are opposed, namely: Aromatic body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, non-medicated lip balm, soap, body polish, body and foot scrub and non-medicated foot cream; Aromatic preparations, namely, creams, lotions, butters and balms; Bath soaps in liquid, solid or gel form; Beauty creams for body care; Body and beauty care cosmetics; Body butter; Body cream; Body lotions; Body oil; Cosmetic body scrubs for the body; Cosmetic creams for skin care; Cosmetic preparations for the hair and scalp; Fragranced body care preparations, namely, creams, lotions, butters and balms; Gift baskets containing non-medicated bath preparations and cosmetic preparations; Shea butter for cosmetic purposes;</p>

Skin and body topical lotions, creams and oils for cosmetic use; Skin care preparations, namely, body balm
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	1257291	Application Date	06/25/1981
Registration Date	11/15/1983	Foreign Priority Date	NONE
Word Mark	F FRAMESI		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1946/00/00 First Use In Commerce: 1976/00/00 Hair Dyes and Bleaches, Hair Shampoos, Hair Conditioners, Permanent Waving Lotions, Hair Lotions, Hair Creams, [Hair Cleansing Milks,] Hair Setting Lotions		

Attachments	73316257#TMSN.png(bytes) NOTICE OF OPPOSITION - FRAMIATI SN. 86-309,802 (M1341329).pdf(209257 bytes) EXHIBIT A TO NOTICE OF OPPOSITION (M1341330).pdf(199447 bytes) EXHIBIT B TO NOTICE OF OPPOSITION (M1341332).pdf(1400776 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Roberta Jacobs-Meadway/
Name	Roberta Jacobs-Meadway
Date	02/23/2015

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING TRANSMITTED ELECTRONICALLY TO THE COMMISSIONER FOR TRADEMARKS - <http://esta.uspto.gov/filing-type.jsp>

By: [Signature]
DATE: 12-23-15

BOX TTAB - FEE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

FRAMKAT, LP and FRAMESI SpA :

Opposers,

v.

RLP VENTURES, LLC

Applicant.

:
:
:
: Opposition No.
:
:
:
:
:
:

NOTICE OF OPPOSITION

Honorable Commissioner for Trademarks
P.O. Box 1451
Arlington, VA 22202-1451

In the matter of trademark Application Serial No. 86/309,802 for the mark
FRAMIATI filed June 14, 2014 and published for opposition November 11, 2014.

FramKat LP (“FramKat”), a Pennsylvania limited partnership having an address at
17 Avenue A, Leetsdale, PA 15056 and Framesi SpA (“Framesi”), a company organized under
the laws of Italy and having an address of Strada Statale 35 dei Giovi, 20037 Paderno Dugnano
MI, Italy (hereinafter, FramKat and Framesi are referred to collectively as “Opposers”) believe
that they will be damaged by the registration of the mark shown in the above-identified

application for the goods in International Class 3 identified therein and hereby opposes the same.

The grounds for opposition are as follows:

1. RLP Ventures, LLC (“RLP” or “Applicant”) seeks to register FRAMIATI as a mark for goods in International Class 3, including shampoo, conditioner, and cosmetic preparations for the hair and scalp as evidenced by the publication of the mark on November 11, 2014.

2. The application herein opposed was filed June 14, 2014, and with respect to the goods in International Class 3, the filing was made on the basis of use in commerce since January 1, 2013. Applicant claims no date earlier than January 1, 2013 for the purpose of priority with respect to the goods in International Class 3.

3. FramKat is the exclusive licensee in the USA of Framesi.

4. Framesi is and has for many years been engaged in the development, manufacture, and sale of more than one hundred products for hair, including shampoos and conditioners and other products for hair and scalp

5. Framesi’s hair products sold under the Framesi name and mark have been widely distributed and promoted and sold in the USA since at least as early as 1976. The nature and extent of the Framesi business conducted under the Framesi name and FRAMESI mark may be seen at the website: www.framesi.it. Framesi has taken steps to protect the FRAMESI mark for hair products in the USA and elsewhere.

6. Framesi is the owner of U.S. Trademark Registration No. 1,257,291 for the FRAMESI mark for the goods identified therein, which registration issued on November 15, 1983 and is valid, subsisting, incontestable and renewed. A printout of the pertinent information

from the Trademark Office website showing status and title of Registration No. 1,257,291 is attached as Exhibit A.

7. Materials showing Opposers' use of the FRAMESI mark and the Framesi name for hair products are attached as Exhibit B.

8. Priority is not in issue as Framesi is the owner of a Federal registration for its FRAMESI trademark. Opposers have used the FRAMESI mark for hair products in the USA since prior to the claimed date of first use of the mark of the application which is the subject of this opposition proceeding.

9. The FRAMESI mark and Framesi name are inherently distinctive when used in connection with hair products and Framesi's business.

10. The FRAMESI mark and Framesi name have acquired commercial strength and distinctiveness by virtue of Opposers' use and promotion of the mark and name and the substantially exclusive nature of such use, and the commercial success of the hair products and business in the USA.

11. Some of the Class 3 goods of Applicant identified in the application herein opposed are the same the goods sold in the USA by Opposers under the FRAMESI mark. Others of the goods in Class 3 are closely related to the FRAMESI hair products of Opposers.

12. The hair products sold by Opposers in the USA under the FRAMESI mark and Framesi name, and the Class 3 goods, particularly hair products, identified in the application herein opposed, are such as are sold and marketed through the same trade channels and purchased by the same classes of purchasers. Applicant's FRAMIATI mark is confusingly similar to the FRAMESI mark and Framesi name in sound and appearance and commercial impression. Each mark and name begins with the identical arbitrary prefix FRAM, and ends

with the last letter I. The pronunciation of the first two syllables is identical. The pronunciation of the final vowel is identical. Neither FRAMIATI nor FRAMESI has a clearly understood denotation. Applicant's use of FRAMIATI as applied to hair and scalp products in particular, and the Class 3 products generally, is likely to cause confusion, or to cause mistake, or to deceive as to affiliation or association with Opposers and the FRAMESI hair products of Opposers, and as to the perceived origin, sponsorship, and approval of Applicant's Class 3 products by Opposers.

13. Members of the relevant public upon seeing Applicant's FRAMIATI mark for Class 3 products, and hair products in particular, would reasonably assume in error that there is a relationship between Applicant and Opposers as to the source of FRAMESI hair products.

14. If Applicant is permitted to register FRAMIATI as a mark for the Class 3 goods identified in the application herein opposed, confusion of the relevant trade and public is likely to result, which deprives Opposers of control over their own reputation and so is likely to damage and injure Opposers.

15. Any defect, objection to or fault found with Applicant's Class 3 goods offered under the mark FRAMIATI would necessarily reflect on and seriously injure the reputation that Opposers have established for hair products.

16. If Applicant is granted a registration for the mark herein opposed, it would obtain thereby at least a *prima facie* exclusive right to use the mark. Such registration would be a source of damage and injury to Opposers.

WHEREFORE, Opposers FramKat LP and Framesi SpA pray that registration of the mark of Application Serial No. 86/309,802 for the goods in Class 3 identified therein be refused and that this Opposition be sustained.

Respectfully submitted,

Dated: February 23, 2015

By: 
Roberta Jacobs-Meadway
Joshua Kirsch
Alexander Kendall Fleisher
ECKERT SEAMANS CHERIN & MELLOTT
50 South 16th Street, 22nd Floor
Philadelphia, PA 19102
215-851-8400
rjacobsmeadway@eckertseamans.com

ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the attached
Notice of Opposition was served on Applicant on the date listed below via U.S. Mail and email:

RLP Ventures, LLC
Times Square Station
P.O. Box 2605
New York, NY 10108-2605
rlpvllc@gmail.com

Dated: 2/23/15

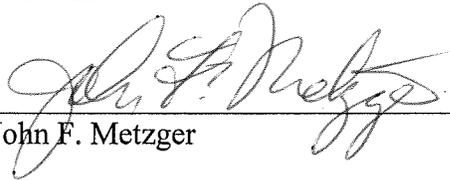
By: 
John F. Metzger

EXHIBIT A

Generated on: This page was generated by TSDR on 2015-02-23 11:56:17 EST

Mark: F FRAMESI



US Serial Number: 73316257

Application Filing Date: Jun. 25, 1981

US Registration Number: 1257291

Registration Date: Nov. 15, 1983

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Dec. 03, 2013

Publication Date: Aug. 23, 1983

Mark Information

Mark Literal Elements: F FRAMESI

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.01.01 - Circles as carriers or as single line borders

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "*" identify additional (new) wording in the goods/services.

For: Hair Dyes and Bleaches, Hair Shampoos, Hair Conditioners, Permanent Waving Lotions, Hair Lotions, Hair Creams, [Hair Cleansing Milks,] Hair Setting Lotions

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: 1946

Use In Commerce: 1976

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: FRAMESI S.P.A.

Owner Address: STRADA STATALE DEI GIOVI 135
20037 PADERNO DUGNANO
MILANO
ITALY

Legal Entity Type: CORPORATION

State or Country Where Organized: ITALY

Attorney/Correspondence Information

Attorney of Record

Attorney Name: JEFFREY H. KAUFMAN

Docket Number: 244298US

Attorney Primary Email mdocket@oblon.com
Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent JEFFREY H. KAUFMAN
Name/Address: Oblon, McClelland, Maier & Neustadt, L.L.P.
1940 Duke Street
Alexandria, VIRGINIA 22314
UNITED STATES

Phone: 703-413-3000

Fax: 703-413-2220

Correspondent e-mail: tmddocket@oblon.com

Correspondent e-mail Yes
Authorized:

Domestic Representative

Domestic Representative JEFFREY H. KAUFMAN
Name:

Phone: 7034133000

Fax: 7034132220

Domestic Representative tmddocket@oblon.com
e-mail:

Domestic Representative Yes
e-mail Authorized:

Prosecution History

Date	Description	Proceeding Number
Jan. 29, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 03, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 03, 2013	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Dec. 03, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Nov. 14, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	70131
Dec. 02, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Nov. 14, 2013	TEAS SECTION 8 & 9 RECEIVED	
Apr. 30, 2008	CASE FILE IN TICRS	
Jan. 15, 2004	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jan. 15, 2004	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 03, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 11, 2002	PAPER RECEIVED	
Aug. 31, 1990	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 27, 1990	RESPONSE RECEIVED TO POST REG. ACTION	
Mar. 12, 1990	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Jan. 29, 1990	POST REGISTRATION ACTION CORRECTION	
Oct. 18, 1989	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 15, 1983	REGISTERED-PRINCIPAL REGISTER	
Aug. 23, 1983	PUBLISHED FOR OPPOSITION	
Nov. 15, 1983	REGISTERED-PRINCIPAL REGISTER	
Aug. 23, 1983	PUBLISHED FOR OPPOSITION	
Aug. 04, 1983	NOTICE OF PUBLICATION	
Aug. 03, 1983	NOTICE OF PUBLICATION	
Aug. 02, 1983	NOTICE OF PUBLICATION	
Aug. 01, 1983	NOTICE OF PUBLICATION	
Aug. 01, 1983	NOTICE OF PUBLICATION	
May 18, 1983	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 28, 1982	NON-FINAL ACTION MAILED	
Aug. 24, 1982	ASSIGNED TO EXAMINER	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 15, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 03, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 4

Registrant: Framesi di Franchina R. & C. S.A.S.

Assignment 1 of 4

Conveyance: MERGER AND CHANGE OF NAME 19860515ITX

Reel/Frame: 0555/0556

Pages: 5

Date Recorded: Mar. 06, 1987

Supporting Documents: No Supporting Documents Available

Assignor

Name: SOCIETA IN ACCOMANDITA SEMPLICE,
MERGED INTO

Execution Date: Oct. 16, 1986

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Name: SOCIETA A RESPONSABILITA LIMITATA
CHANGED TO

Execution Date: Not Found

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: SOCIETA A RESPONSABILITA LIMITATA CHANGED TO

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Name: FRAMESI S.R.L.

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: LUCAS AND JUST

Correspondent Address: 205 EAST 42ND ST.
NEW YORK, NY 10017

Domestic Representative - Not Found

Assignment 2 of 4

Conveyance: CHANGE OF NAME 19860312

Reel/Frame: 0735/0248

Pages: 0

Date Recorded: Aug. 27, 1990

Supporting Documents: No Supporting Documents Available

Assignor

Name: FRAMESI DI FRANCHINA ROBERTO & C.S.A.S.

Execution Date: May 17, 1990

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: FRAMESI S.R.L.

Legal Entity Type: UNKNOWN

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: LUCAS & JUST

Correspondent Address: 205 EAST 42ND STREET
NEW YORK, NY 10017
DAVID L. JUST

Domestic Representative - Not Found

Assignment 3 of 4

Conveyance: CHANGE OF NAME

Reel/Frame: 1701/0154

Pages: 4

Date Recorded: Mar. 06, 1998

Supporting Documents: No Supporting Documents Available

Assignor

Name: FRAMESI S.R.L.

Execution Date: Feb. 18, 1998

Legal Entity Type: CORPORATION

State or Country Where Organized: ITALY

Assignee

Name: FRAMESI S.P.A.

State or Country Where Organized: ITALY

Legal Entity Type: CORPORATION

Address: GIOVI 135
STRADA STATALE DEI
PADERNO DUGNANO, ITALY 20037

Correspondent

Correspondent Name: LUCAS & JUST

Correspondent Address: DAVID L. JUST
60 EAST 42ND STREET
NEW YORK, NY 10165

Domestic Representative - Not Found

Assignment 4 of 4

Conveyance: SECURITY INTEREST

Reel/Frame: 1916/0100

Pages: 26

Date Recorded: Jun. 25, 1999

Supporting Documents: assignment-lm-1916-0100.pdf

Assignor

Name: STYLING TECHNOLOGY CORPORATION

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Name: U.K. ABBA PRODUCTS, INC.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Name: EUROPEAN TOUCH, LTD. II

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Name: BEAUTY PRODUCTS INC.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Name: COSMETICS INTERNATIONAL INC.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Name: FT. PITT ACQUISITION, INC.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Name: FT. PITT-FRAMESI, LTD.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: PENNSYLVANIA

Name: STYLING TECHNOLOGY NAIL CORPORATION

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Name: STYL INSTITUTE, INC.

Execution Date: Jun. 22, 1999

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Assignee

Name: GENERAL ELECTRIC CAPITAL CORPORATION, AS AGENT

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Address: 350 SOUTH BEVERLY DRIVE

BEVERLY HILLS, CALIFORNIA 90212

Correspondent

Correspondent Name: MURPHY SHENEMAN JULIAN & ROGERS

Correspondent Address: SARA HOEHN, LEGAL ASSISTANT
2049 CENTURY PARK EAST, 21ST FL.
LOS ANGELES, CA 90067

Domestic Representative - Not Found

EXHIBIT B



FRAMESI – 2015 DISTRIBUTION CHANGES

We are very excited to expand and extend our relationship with national distributor Beauty Systems Group (BSG), CosmoProf, and Armstrong McCall, and are also delighted to renew our relationships with regional distributors (Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI) and Canada (CosmoProf Stores, Milano, AB Concept, Professional Beauty Supply). [Click here to learn more...](#)

Love Your Color 95% Longer
Love that won't fade.

FIRST LOVE

LASTING

LOST LOVE



Salon Fresh Color †

LOVE



After using Color
Lover

● 30 washes ● 30 blow dry ● 30 flat iron



After using a
competitor

● 30 washes ● 30 blow dry ● 30 flat iron

In that moment...

when the chair spins around and you suddenly see the haircolor of your dreams, it's love at first sight. You know it's special and you want it to last. Meet **PRIMER 11** and **FRAMESI COLOR LOVER** shampoos and conditioners, filled with a promise to keep your haircolor shiny and vibrant, infusing color protection, anti-aging oils and nourishing vitamins day after day. **When your haircolor lasts 95% longer ♥, you feel the everlasting love.**

ALL COLOR LOVER FORMULAS ARE:

- ♥ 100% vegan
- ♥ Sulfate free
- ♥ Paraben free
- ♥ Gluten free

The perfect match

for your favorite haircolor, **PRIMER 11** and **FRAMESI COLOR LOVER** shampoos and conditioners 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 **FRAMESI 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. **This is your guarantee for happily ever after!**

QUINOA (keen-wah):

- ♥ The "Mother Grain"
- ♥ Commanding food source

- ♥ DEA free
- ♥ Sodium chloride free
- ♥ Powerful anti-aging properties
- ♥ Thermal & UV protectants
- ♥ Weightless
- ♥ Will not build up

- ♥ Powerful protection
- ♥ Healing & nourishing
- ♥ Complete protein source
- ♥ Essential amino acids
- ♥ Gluten free



When your haircolor lasts 95% longer, you will feel the everlasting love.

MORE

This is your guarantee for happily ever after!



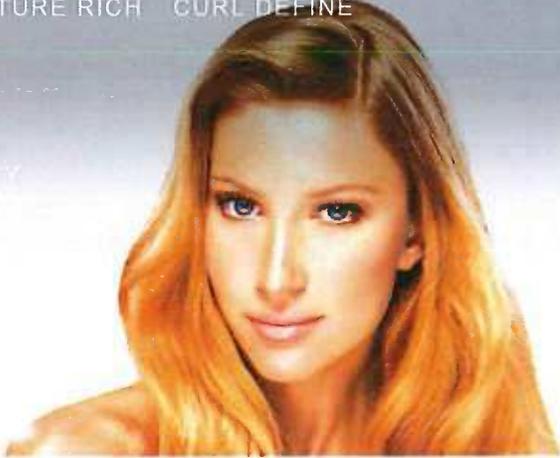
† Leading Professional Color * ♥ Based on lab testing conducted in conjunction with a reputable independent entity. Testing was performed on FRAMESI COLOR LOVER and in comparison to a leading competitive brand's performance and claims. Performance results were measured by a colorimeter.

<p>Stay in touch with email updates!</p> <p>Name *</p> <input type="text"/> <input type="text"/>		<p>ALL FRAMESI COLOR LOVER FORMULAS ARE:</p> <p>100% vegan</p> <p>Sulfate free</p> <p>Paraben free</p> <p>Gluten free</p> <p>DEA Free</p> <p>Sodium chloride free</p> <p>Powerful anti-aging properties</p> <p>Thermal & UV protectants</p> <p>Weightless</p> <p>Will not build up</p> <p>Sold only in professional salons</p>	 <p>(For Licensed Hairdressers Only)</p>
<p>Email *</p> <input type="text"/>			 <p>(For Consumers)</p>
<p>Submit</p>			

THE PROOF PRIMER 11 VOLUME BOOST MOISTURE RICH CURL DEFINE



FRAMESI
THE COLOR LOVER™
**COLOR
LOVER**
VOLUME BOOST



56% longer lasting color with Quinoa

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

WATCH VIDEO

FEATURES &
BENEFITS PDF

BUY NOW



(For Licensed Hairdressers Only)

BUY NOW



(For Consumers)



- 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



- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents, rich oils & silk amino acids work to strengthen hair & boost volume
- Weightless formula boosts volume
- Before styling, experience the 11 benefits of FRAMESI COLOR LOVER PRIMER 11



- 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 the cuticle
 - Violet Phase – protects color,

detangles,

boosts body & shine

- Shake it...spray it for one dynamic result

▼Based on lab testing conducted in conjunction with a reputable independent entity. Testing was performed on Color Lover and in comparison to a leading competitive brand's performance and claims.

Performance results were measured by a colorimeter.

<p>Stay in touch with email updates!</p> <p>Name *</p> <input type="text"/> <input type="text"/> First Last		<p>ALL FRAMESI COLOR LOVER FORMULAS ARE:</p> <p>100% vegan Sulfate free Paraben free Gluten free DEA Free Sodium chloride free</p>	 <p>(For Licensed Hairdressers Only)</p>
<p>Email *</p> <input type="text"/> <input type="submit" value="Submit"/>		<p>Powerful anti-aging properties Thermal & UV protectants Weightless Will not build up</p>	 <p>(For Consumers)</p>
		<p>Sold only in professional salons</p>	

 framesi®
Framcolor Glamour
PROTECTIVE COVERAGE TECHNOLOGY

Simple
Easy
Creative



Why is Framesi Framcolor Glamour the best salon hair color?

FRAMESI – 2015 DISTRIBUTION CHANGES

We are very excited to expand and extend our relationship with national distributor Beauty Systems Group (BSG), CosmoProf, and Armstrong McCall, and are also delighted to renew our relationships with regional distributors (Spectrum, Four Star, Salon Ware, The Salon Center, Paramount/Royal, BeautyScope, Prestige, & PSSI) and Canada (CosmoProf Stores, Milano, AB Concept, Professional Beauty Supply). [Click here to learn more...](#)

Finally... the best salon hair colors come together into one with Framcolor. An unmatched finish with Grey Coverage never before achieved! With over 2,000 models tested in North America Framesi proves superior performance.



Superior Hair Color Performance

- 100% gray coverage achieved
- ~Each of the 53 shades
- ~No need for intermixing
- One formula, root to ends...never browns out
- Pure tone results from pre blended formulas
- 50% longer lasting color
- ~Scientifically proven
- Up to 5 levels of lift
- Mixes in seconds

Protective Hair Color Technology

- Pure Base Colors, calibrated with the perfect amount of Neutral
- Create all of the depth and coverage needed on 100% gray hair
- Maintain ultimate vibrancy with every shade
- Ensures a uniform result on roots, lengths and ends. . . never browns out
- 1 formula
- 1 tube
- 1 application
- 1 flawless result
- 1 18-Meda Lipid
- 1 Boswellia Serrata

[Read More](#)

Today is the future... Today is Glamour

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

Try Me Sampler



FRAMESI COLOR LOVER



Framcolor Glamour

Simple. . . 100% gray coverage with each of the 49 shades (no intermixing)

Easy. . . same formula root to ends, never browns out

Framesi USA Facebook Page

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Framesi USA

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Creative . . . pure tone
results from pre-blended
formulas



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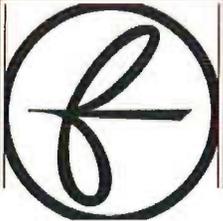
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perfectly *B*londe
Decolor *B*leaching System

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To connect with Framesi USA, click the Like button.

READERS CHOICE
2014
LAUNCHPAD
AWARD WINNER

Decolor B No Dust • Decolor B Diamond • Decolor B Cream Plus

 framesi

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PEOPLE

30,110 likes
236 visits

ABOUT

960 164

Professional Hair Products - Just for you
Learn more at: <http://www.framesicolorlover.com/>

<http://www.framesiglamour.com/>

 **Framesi USA**
February 19 at 1:33pm · Edited ·

Haircolor's hottest new trend... Superfine coloring for "born blonde" results straight off the catwalks of Milan by Boyd Parris - Creative Director of framesi North America. #framesi #babylights #balayage #highlights #hairstyle

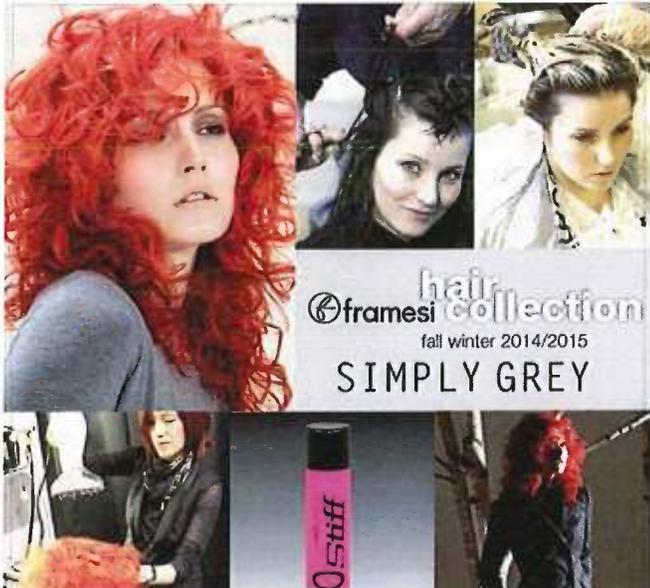


Before:

30,771 Views
Like · Comment · Share · 960 130 517

APPS

 **Framesi USA** added a new photo.
February 17 at 9:46am ·



framesi hair collection
fall winter 2014/2015
SIMPLY GREY

30stiff



VIDEOS



Like · Comment · Share · 99 1 32

Framesi USA
February 16 at 12:48pm ·

Stylists, if you haven't tried Framesi Framcolor Glamour yet, here is your chance! Follow the link to claim your FREE Framcolor Glamour Try Me Sampler (\$20 Value) including two tubes of color, a 15 oz. 20 Volume Activator, Stylist Reference Guide and Wallchart! Framcolor Glamour is:
 ✓ Simple. . . 100% gray coverage with each of the 53 shades (no intermixing)
 ✓ Easy. . . same formula root to ends, never browns out... [See More](#)



FREE Framcolor Glamour Try Me Sampler Offer!
 Limit one Sampler per licensed Cosmetologist. All requests verified by framesi for valid license number and accurate Salon information.
 FRAMESIGLAMOUR.COM

Like · Comment · Share · 517 48 137

POSTS TO PAGE

Jeni Engel
February 6 at 12:39pm
 Love my Framesi red!
 Like · Comment · Share 2 2 Shares

Gia Theresa
February 2 at 6:17pm
 How do I register to get samples?? :-)
 Like · Comment · Share 1

Kelly Thomas Harmsen
January 21 at 4:15am
 I live in Sarasota, Florida and was wondering if there were any classes in my area?? Thank you!
 Like · Comment · Share

REVIEWS

4.6 4.6 of 5 stars · 351 reviews

Trotman Victoria — I was given a sample of your product. This product caught my attention with the Moisture Rich Shampoo. I am a stylist a... [See More](#)
 October 30, 2014 · 2

Yvonne Gaines — Love my bcream fabulous!

Framesi USA shared **Jeni Engel's photo.**
February 10 at 12:55pm ·

Looking lovely in Framesi!



Jeni Engel **Framesi USA**
 Love my Framesi red!
 Like · Comment · Share · 56 2

Framesi USA
February 6 at 12:56pm · Edited ·

Valentine's Day is right around the corner. Send a love note to your special someone.
<http://www.framesicolorlover.com/loveparty/send-love-note/>

May 1, 2014
3

Tell people what you think

PEOPLE ALSO LIKE

 **Olivia Garden : International**
Hair & Beauty Supply

 **Yoicissors**
Hair & Beauty Supply

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Hair & Beauty Supply

[See more places in Leetsdale, Pennsylvania](#)

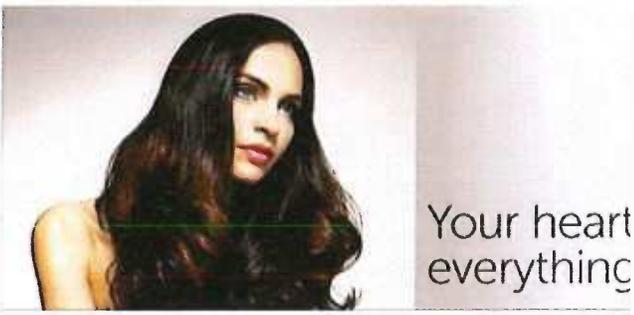
LIKED BY THIS PAGE

 **Robb's Salon**

 **Framesi Official**

 **CosmoProf**

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Share Some Love | FRAMESI COLOR LOVER

Invite someone to the only party in town that lasts 95% longer. Fill out the form below and we will send a virtual love note.

FRAMESICOLORLOVER.COM

Like · Comment · Share · 22 3

 **Framesi USA**
February 4 at 12:43pm ·

Announcing the January FRAMESI COLOR LOVER contest Winner!
Congratulations Shanon Slik on your \$500 winning photo!

Upload your photo to the love party and receive the most votes for February to win \$500. Step into the spotlight and upload your winner!... [See More](#)



Like · Comment · Share · 67 14 5

 **Framesi USA** shared Lindsey Cody's photo.
February 3 at 12:49pm ·

Bold Beautiful Red!





Lindsey Cody added a new photo to Framesi USA's timeline — with **Brandi Light** at Harper's Studio.

Proud to call myself a Framesi #colorlover!

Like · Comment · Share · 93 10



Framesi USA
February 2 at 11:41am ·

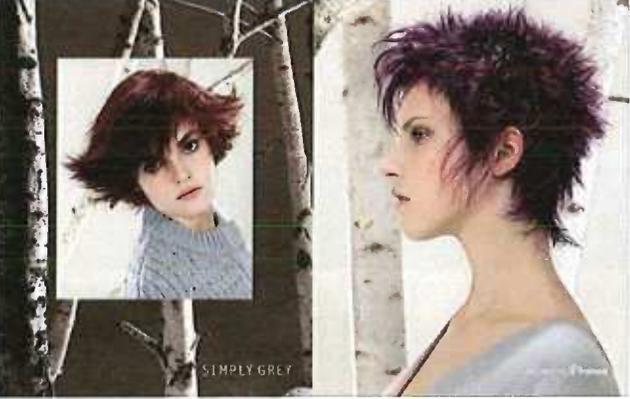
FRAMESI COLOR LOVER Instant Winner!
Congratulations Heidi Philbrook on your \$100 winning photo!
The January FRAMESI COLOR LOVER \$500 contest winner will be announced this Wednesday! ... [See More](#)



Like · Comment · Share · 8 1 1



Framesi USA with **Jan McCarthy**
January 30 at 1:24pm ·



Like · Comment · Share · 30 3 4



Framesi USA added a new photo.
January 28 at 12:33pm ·



BEFORE AFTER



 **Framesi USA**
January 27 at 12:45pm ·

Right now, Framesi Hair Treatment Line Sublimis Argan Oil is at a 30% savings! Sublimis Argan Oil combines the virtues of Argan Oil with a blend of vitamins, conditioners and protective filters and is perfect for many uses. Some of our favorite ways to use Sublimis Argan Oil are:

- Add to your favorite Framesi conditioner to combat dry hair
- Use for a soothing scalp massage
- Apply before pulling color through the hair for added shine... [See More](#)



Like · Comment · Share · 47 12

 **Framesi USA**
January 26 at 1:20pm · Edited ·

Announcing the \$500 winner of "The Adventures of FRAMESI COLOR LOVER!" Video SHARE and LIKE Contest:

Congratulations to Salon Greco from Suwanee, Georgia!



Like · Comment · Share · 25 3 5

 **Framesi USA** added a new photo.
January 26 at 10:47am ·





Framesi USA

January 23 at 1:02pm · Edited ·

Right now, all FRAMESI COLOR LOVER, BY, and I.Dentity liters are on sale at a 41-50% savings! Take advantage of this great price and stock up on your favorites today! Salon Professionals, to locate the Framesi distributor nearest you visit: www.framesiglamour.com/where-to-find-framesi/



Like · Comment · Share · 61 3 6



Framesi USA shared Jaclyn Stokes's photo.

January 21 ·

FRAMESI COLOR LOVER the soulmate of stylists everywhere.



Jaclyn Stokes with Marla DeSantis Pittavino

Ma ladies!!!! The search is over! I have FINALLY found my SOULMATE Shampoo + Conditioner!

- ✓100% Vegan
- ✓Sulfate FREE
- ✓Paraben FREE ...

[See More](#)

Like · Comment · Share · 94 2



Framesi USA

January 20 ·

My favorite hair trend right now is _____.

Like · Comment · 8 10

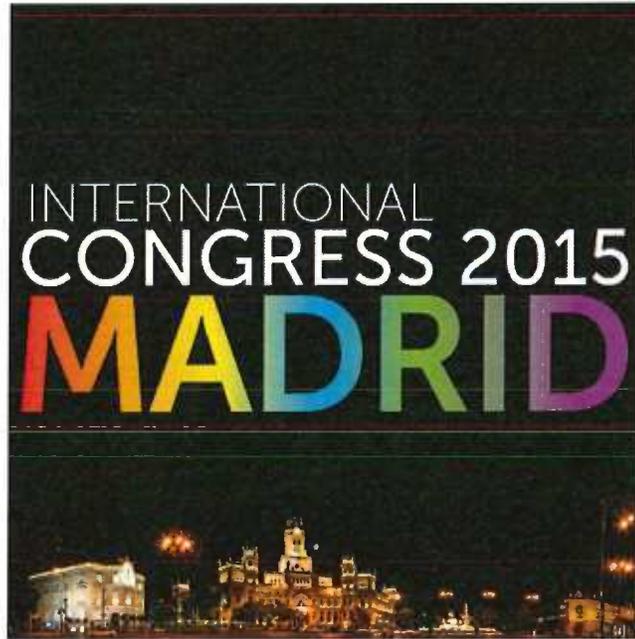


Framesi USA

January 19 ·

INTERNATIONAL CONGRESS 2015

From 27 September to 1 October 2015, come to Madrid with us to celebrate 70 years of Framesi, enrich your creativity, learn about autumn/winter trends and visit the Spanish Movida capital. Lots of excellent reasons for not missing a unique event...Vamos!



Like · Comment · Share · 56 12



Framesi USA

January 16 ·

The best way to attract new salon clients is _____.

Like · Comment · 6 7 1



Framesi USA added a new photo.

January 15 ·



Like · Comment · Share · 51 5





Framesi USA shared a photo.
January 14 ·



Marie Suriano Garrity **Framesi USA**

Fabulous Red transformed.

Like · Comment · Share · 70 4

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