

Framesi IWave

A BRAND NEW MOVE

created by Fabio Zaffignani



 framesi

THE LONG-LASTING, TAILORED MOVEMENT



UMPTEN COMBINATIONS

In the world of beauty, the art of creating perfect, natural waves has always been a challenge. The **Iwave service, created exclusively for Framesi from the experience of Fabio Zaffignani**, is the premium solution for impeccable, personalised waves, in line with the contemporary hair fashion preferences.



MAXIMUM PERSONALISATION

IWave is a tailor-made treatment that considers each single detail to create perfect waves for each customer. If you want to take your waves to a higher level, search no further. **IWave is here to answer your dreams.**



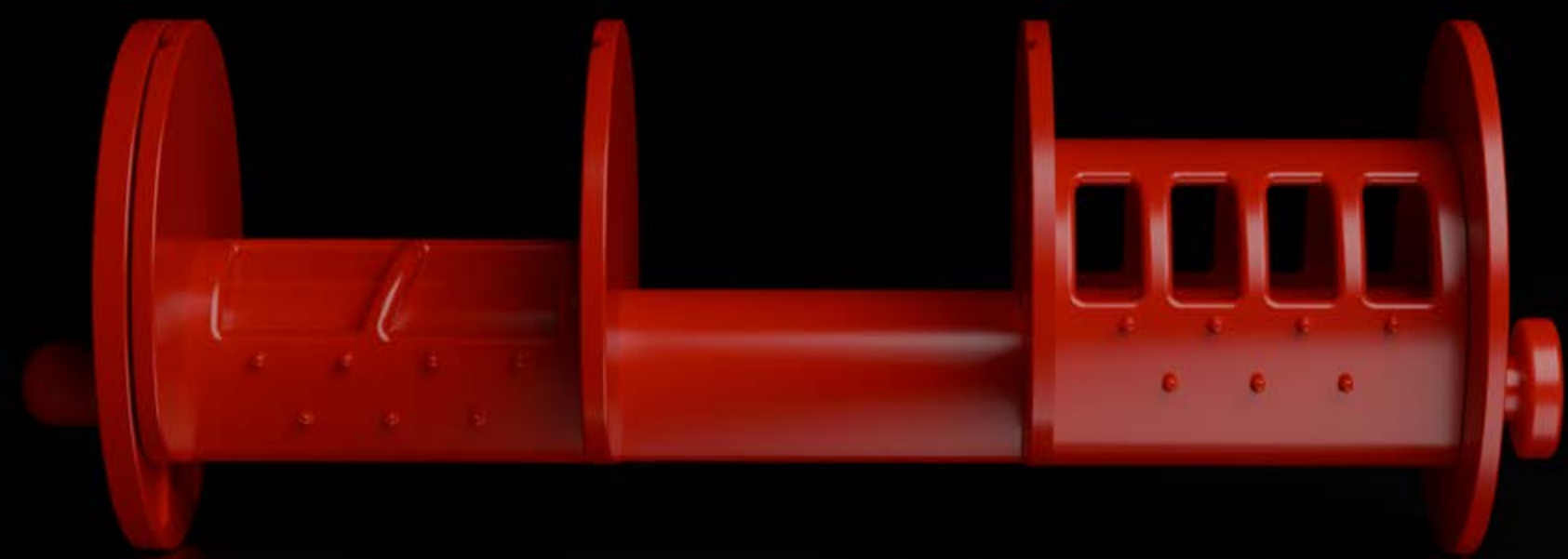
LONGER LASTING MOVE

The treatment secret is IWave Curler, the adaptable tool with umpteen combinations enabling creation of waves and volume and being able to differentiate movement from roots the ends.

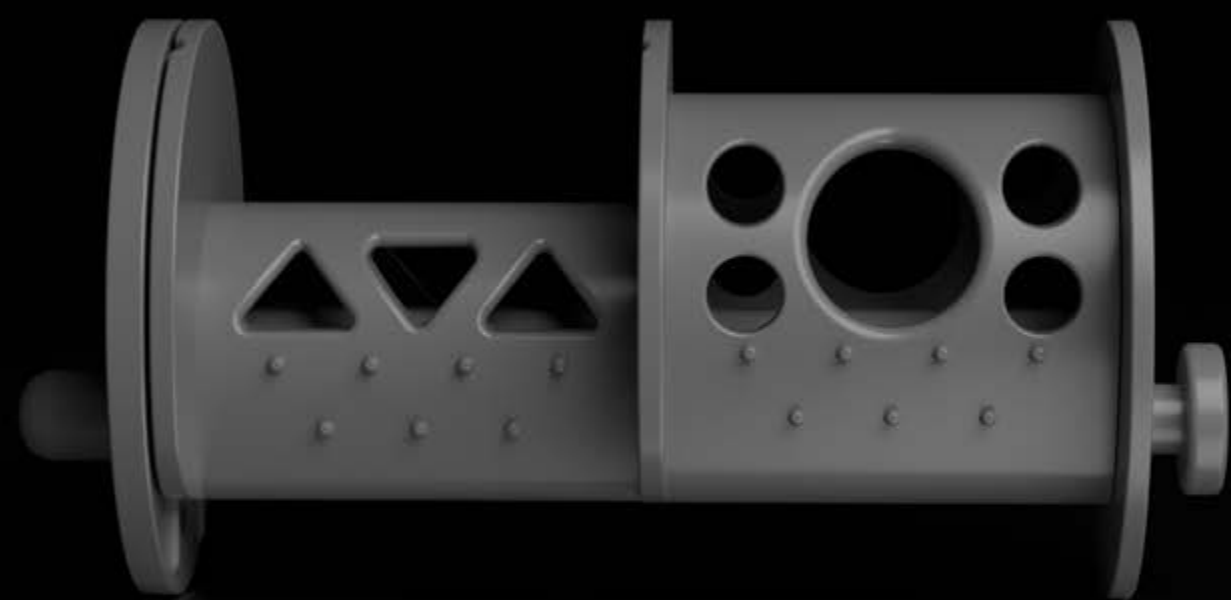


HAIR ALWAYS PROTECTED

To be created with Framesi Waving System, waving is perfect for the offer of a creative service that conquers customers. The treatment secret is **IWave Curler**, the adaptable tool with umpteen combinations enabling reaction of waves and volume and being able to differentiate.

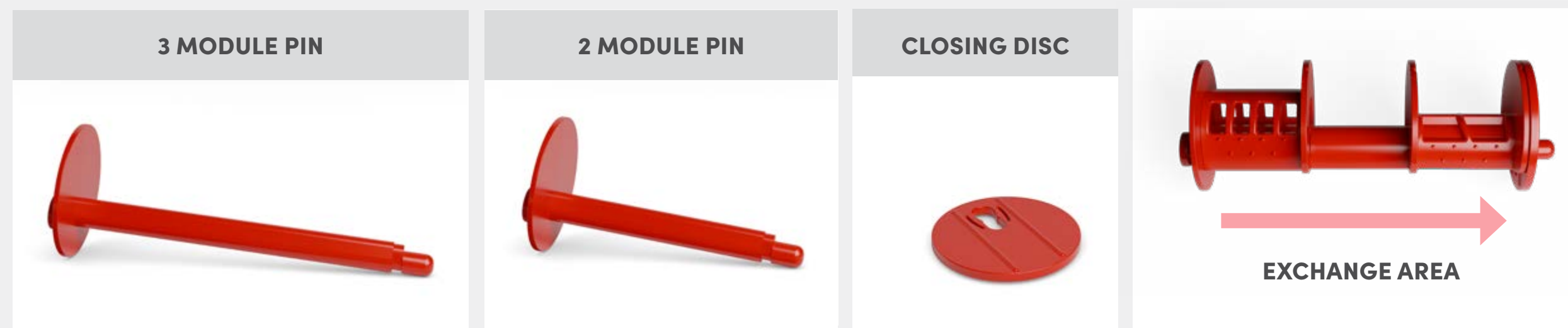


IWAVE CURLER



IWave Curler has a pin, in two lengths, on which you can fit from 2 to 3 modules, present in 5 different diameters. Once you have fitted the closing disk, **IWave Curler** is ready to be wrapped with the locks based on the desired project.

IWave Curler comes in red and grey to facilitate application of the waving products and neutraliser: going row by row and color by color makes it easy not to miss any lock during saturation.



OFFER AND PREPARE THE IWAVE SERVICE IN 3 STEP

STEP 1

PERSONALIZED ADVICE

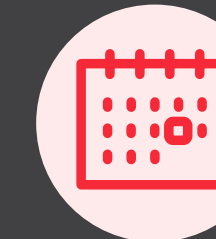


IWave is not just a service. It is a tailor-made experience for each customer and begins with targeted advice in the salon. During this stage, the hairstylist works with the customer closely to understand her needs.

The **IWave Specialist** considers several crucial factors to guarantee an exceptional result: hair length, face shape, shaft structure and condition and, naturally, what the customer wants. This targeted approach guarantees that each wave is personalised.

STEP 2

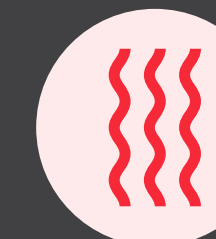
MAKE AN APPOINTMENT



Having defined the wave project with the customer, the next step is to make an appointment. This is when the magic becomes real and the prospect of a new look becomes tangible and concrete.

STEP 3

CREATING THE IWAVES



Before the customer's appointment, the hairstylist arranges the personalised **IWave Curlers**, choosing which diameters to use and their sequence.

THE DAY OF THE SERVICE

- Before starting, wash the hair with **Morphosis Repair Shampoo** or **Morphosis Cleansing Shampoo** if the hair is natural, particularly greasy or with an accumulation of product.
- Always protect hair with **Framesi Perm System Protective Serum**
- Protect the lock ends with papers



NEW

Framesi Waving System to be applied today with **IWave Foamer**, a special bottle that turns the waving fluid into foam, enabling you to reach each wrapped lock with greater precision and without dripping.



1

Wrap the locks around the **IWave Curlers** prepared based on the desired wave project.



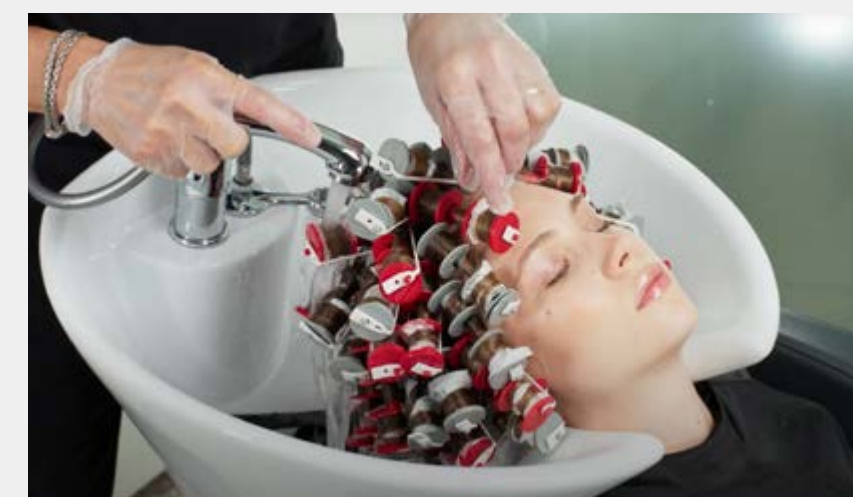
2

Saturate the locks with the **Framesi Waving System** liquid best suited to the hair type. Apply the product from nape to forehead with **IWave Foamer**, repeating three times and increasing the foam quantity each time.



3

Cover the head with film and leave on for maximum 20 minutes being careful to check the locks every 5 minutes.



4

Remove the film at the washbasin and rinse the hair still wrapped around the **IWave Curlers**. Extend the rinse for 8-10 minutes with a delicate water jet.

THE DAY OF THE SERVICE



5

Apply 100 ml of **Framesi Waving System Neutralizer** with **IWave Sponge**, the shaped sponge specifically designed for the IWave service. Leave on for 10 minutes.



6

Eliminate the **IWave Curlers**, apply another 20-30 ml of **Framesi Waving System Neutralizer** and leave on for 10 minutes.

7

Rinse well and end the treatment with **Morphosis Repair Treatment** or **Morphosis Repair Conditioner** based on hair type.

8

Before styling, apply **FOR-ME 308 Elevate Me Curl Cream** or **FOR-ME 326 Shine Me Brightly Curl Spray** to the damp hair spreading the product uniformly with a comb based on the movement obtained and the desired result. Dry hair without pulling it, using the diffuser, and following the lock movement. End by shining hair with **FOR-ME 124 Gloss Me Spray**.

BEFORE



AFTER



AFTER

IWAVE C42

THE COMBINATION CREATING A SINGLE MOVEMENT
ON LENGTHS WITH A NATURAL WAVE EFFECT, IDEAL FOR
MEDIUM-SHORT CUTS



BEFORE

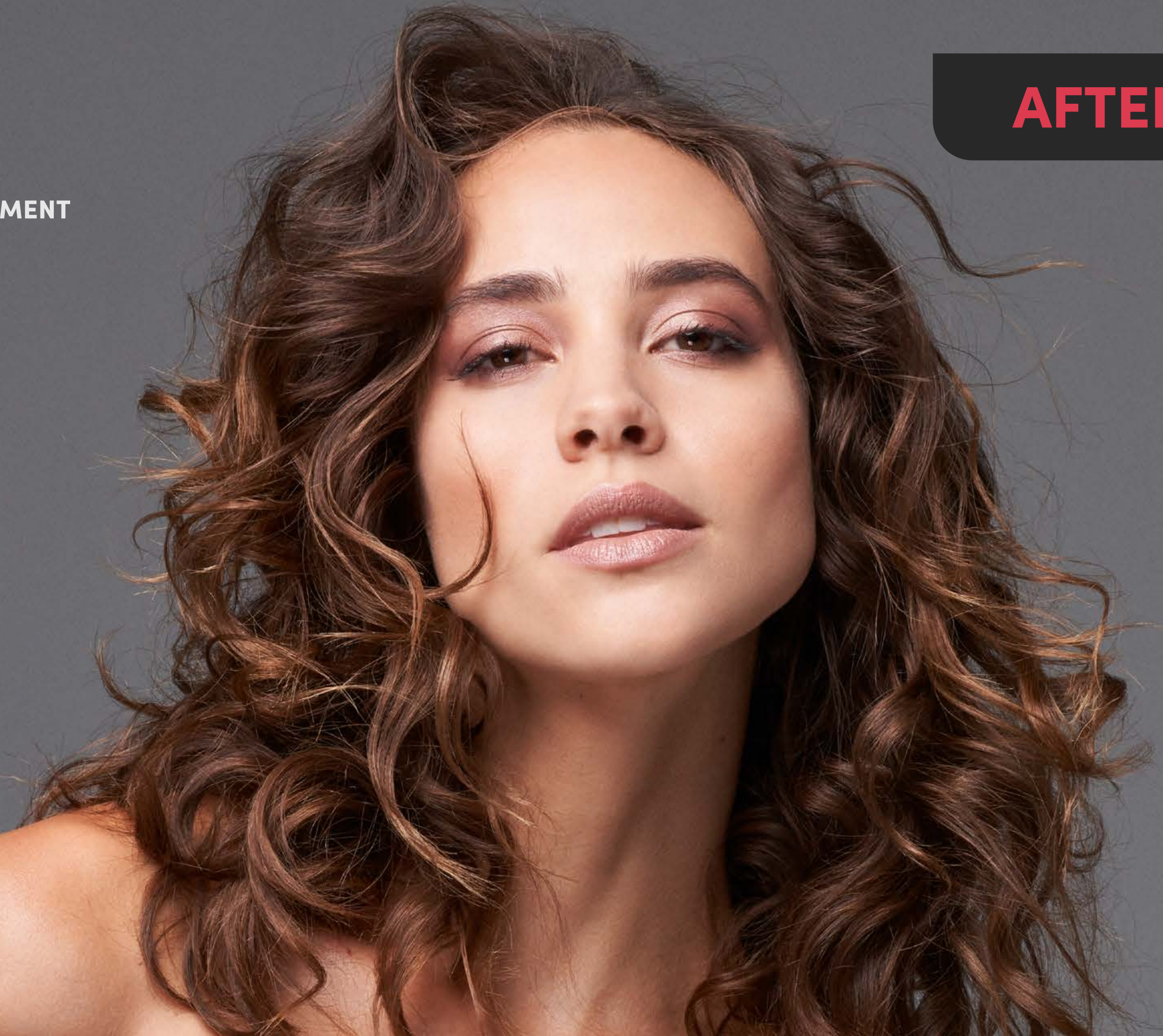
IWAVE C34

THE COMBINATION CREATING A SOFT MOVEMENT
AND GIVING LENGTHS VOLUME

AFTER



BEFORE



AFTER

IWAVE C413

THE COMBINATION CREATING A BROAD MOVEMENT
ON THE ENDS AND MORE SUSTAINED AT HALF LENGTH



BEFORE



Framesi IWave

ALL THE PRODUCTS NEEDED
FOR THE BEST SERVICE
PERFORMANCES

Framesi Waving System

Formulated with **Hydro-Care Complex**, a pool of protective, conditioning ingredients, enables waving hair leaving it soft, shiny and whole.

Framesi Waving System comes in three versions to give each hair-type the right strength and protection:

FRAMESI WAVING SYSTEM 0

for VERY RESISTENT/RESISTENT HAIR

FRAMESI WAVING SYSTEM 1

for NORMAL/SLIGHTLY SENSITISED HAIR

FRAMESI WAVING SYSTEM 2

for TREATED/COLORED/SENSITISED HAIR





**THE KIT FOR
A PROFESSIONAL,
STRONG EFFECT
SERVICE INCLUDES:**



200
IWave Perm Rubber



1
IWave Foamer



84
IWave Curler RED



84
IWave Curler GREY



2
IWave Sponge

1
Box Hair Perm Paper



From the historical centre of Piacenza to international horizons and back.

Fabio Zaffignani has never renounced the intimate atmosphere of his town, always making it where his creative experiments take place. A decidedly innovative stylist, in his salon - **Reality** - he creates projects and work methods that support and improve the quality and result of professional services.



FABIO ZAFFIGNANI

IWave Creator

Framesi
IWave

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www.framesi.it