

# THE EXCELLENCE OF MEN'S GROOMING



*Framesi*  
BARBER GEN  
SINCE 1950

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## Men.

Increasingly looking after themselves, now they want to enjoy the luxury of an exclusive tailor-made service from a professional barber.

It is for them that a new label has been created

*Framesi*  
BARBER GEN  
SINCE 1950

An international brand with a long history in professional hairstyling, Framesi created its first hair pomade back in 1950.

Now it's proudly going back to its roots and putting its expertise at the service of the new Barber Generation.

With a 360-degree hair and beard range, **Framesi Barber Gen** brings into specialist salons and barber corners all the unique quality, research and style of its products.

To support the professionals' success, in an increasingly powerful and effective manner.

HAIR, BEARD & BODY

## HAIR, BEARD & BODY WASH

250 ml

Multipurpose hair, beard and body shower gel. Its innovative and super-moisturising formula gently cleanses the hair, beard and body, leaving a pleasant, long-lasting feeling of freshness. One single product with a citrusy scent for an easy, effective, invigorating routine.

### HOW TO USE

While in the shower, massage on hair, beard and body. Rinse thoroughly.

HAIR

## REBALANCING SHAMPOO

250 ml

Specifically formulated for greasy scalps, a quite common male flaw, its organically-sourced ingredients, such as red grapes extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalise the activity of the sebaceous glands, leaving the hair soft and manageable.

### HOW TO USE

Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.

HAIR

## DETOX SHAMPOO

250 - 1000 ml

Specifically formulated to defeat dandruff, it has a deeply purifying and detoxifying effect while preventing a flaky scalp. Its formula, enriched with organically-sourced lemon and orange extracts, is gentle on the hydro-lipid balance of the skin and leaves the hair clean and soft.

### HOW TO USE

Apply on wet hair. Gently and evenly massage the scalp to remove impurities. Rinse and repeat as needed.

HAIR

## FORTIFYING SHAMPOO

250 - 1000 ml

Formulated for men's finer, weaker hair, it has an excellent revitalising and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is a bouncier hair that is easy to style.

### HOW TO USE

Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.



HAIR

## FORTIFYING SPRAY

100 ml

A revitalising, strengthening lotion for men's finer, weaker hair. With a stronger stem shaft and firmer roots, the hair takes a thicker, denser texture that makes any hairstyle last longer.

### HOW TO USE

Spray on towel-dried hair and on the scalp. Thoroughly massage on the scalp, then style as usual. The Framesi Barber Gen Fortifying Spray can be used every day, even on dry hair.

HAIR

## VOLUMIZING LOTION

250 ml

A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

### HOW TO USE

Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.

HAIR

## LEAVE-IN SPRAY

100 ml

A no-rinse conditioning spray, specifically formulated for men's hair. Moisturising and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

### HOW TO USE

After shampooing, apply on towel-dried hair, comb through the hair and style as usual.

HAIR

## SILVER GEL

150 ml

Natural-hold, high-gloss hair gel. Covers grey hair and has a hydrating, anti-yellow effect. Can be easily washed away. Ideal for grey and white hair.

### HOW TO USE

Apply on wet hair, evenly comb it through, then dry as usual. For a more defined look, apply on dry hair.

HAIR

## DENSITY SAVER SPRAY

90 ml

Thickening spray for fragile and thinning men's hair. Its strengthening and thickening formula contains Taurine, Arginine, and highly effective active ingredients. It promotes microcirculation of the hair bulb, fortifying its structure with a beneficial warming effect. Hair appears fuller and stronger.

### HOW TO USE

Apply daily (or at least 3 times a week) an adequate amount of product to dry or well-towel-dried scalp. Massage with circular movements until fully absorbed. Do not rinse.

HAIR

## PASTE

100 ml

Strong-hold matt wax. Perfect to control your hairstyle, with a natural-looking satin finish.

### HOW TO USE

Warm the wax in your hands, apply on dry hair, then style as usual.

HAIR

## GLAZING WAX

100 ml

Strong-hold wet-look wax. For sculpted, firm and shiny locks, all day long.

### HOW TO USE

Warm the wax in your hands, apply on dry hair. Comb through to add shape and volume.

HAIR

## OPAQUE POMADE

100 ml

Extra-strong matt pomade. For firmly set and perfectly controlled locks. Ideal for a sculpted look.

### HOW TO USE

Warm the wax in your hands and apply on dry hair, twirling the tips into shape.

SUSTENANCE  
FORTIFYING  
TREATMENT



INTENSIVE  
FORTIFYING  
TREATMENT



### BARBER TIPS

This tip applies to any styling product that you distribute with your fingers: since the volume or shape of the hair starts at the roots, always start applying the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will twirl your locks into shape afterwards. This will remove any excess wax and will distribute it evenly through your hair.

HAIR & BEARD

## HAIR AND BEARD NATURAL CLEANSER

250 ml

Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a nice scent, softens and moisturises, leaving the scalp and face feeling light and fresh.

### HOW TO USE

Massage on a wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.



HAIR & BEARD

## HAIR AND BEARD NATURAL BALM

250 ml

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

### HOW TO USE

After shampooing, apply on the hair and beard and massage. Wait 2–3 minutes, then rinse.



#### BARBER TIPS

After applying the **Hair and Beard Natural Balm**, brush your beard and steam it. The conditioner will be soaked up and you will not have to rinse it off.

HAIR & BEARD

## ICE TONIC

100 ml

A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

### HOW TO USE

Spray on the face or skin after shaving. Avoid contact with eyes.



#### BARBER TIPS

To emphasise that fresh feeling, after applying the **Ice Tonic** blow a gentle blast of cold air on your face with a hairdryer.

BEARD

## SHAVING GEL

250 ml

Clear shaving gel. Essential for optimal blade glide and defining details. Allows for a perfect shave of beard contours and easy detection of any imperfections.

### HOW TO USE

Apply to the desired areas on the face and proceed with shaving. Remove any excess product with a damp cloth.



BEARD

## AFTER SHAVE CREAM

100 ml

Aftershave cream. Moisturising and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feelings.

### HOW TO USE

After shaving, apply on dry skin. Massage with a light hand and remove any residue with tissue paper, as needed.



#### BARBER TIPS

Use cold water for the last rinse, to close the pores of your skin and leave it refreshed. Towel-dry your face, then apply the **After Shave Cream**.

BEARD

## BEARD OIL

100 ml

Nourishing, softening beard oil. It moisturises and adds shine, making the hairs soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

### HOW TO USE

Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.



#### BARBER TIPS

Oil and water will not mix, so dry your beard well before applying the **Beard Oil**. Brush your beard for a perfectly polished look. The Beard Oil will help the razor glide along smoothly, when you add the finishing touches.

# THE RITUALS

## MORNING STYLE RITUAL

Wet your hair and beard, then apply the **Framesi Barber Gen Hair and Beard Natural Cleanser**. Firmly rub it in with your fingertips. Rinse, then apply the **Framesi Barber Gen Hair and Beard Natural Balm**. Wait a couple of minutes, then thoroughly rinse. Towel dry your face and hair.

Blow dry your hair until it is almost dry, then spray the **Framesi Barber Gen Volumizing Lotion** 5 to 6 times from a 10 cm distance. Blow dry with a brush.

Apply the wax or pomade with your hands, then comb it through for a natural look.

Brush your beard and apply a few drops of **Framesi Barber Gen Beard Oil**.

## SHAVING RITUAL

Trim the lengths with a trimmer until your beard is approximately 3 mm long.

Fill a bowl with hot, steaming water and keep it close to your face for 3 to 4 minutes to open the pores of your skin.

Apply the **Framesi Barber Gen Shaving Gel** on your face.

Shave in the direction your hair grows.

Remove any excess product with a damp cloth.

Apply the **Framesi Barber Gen Ice Tonic** to soothe any redness and the **Framesi Barber Gen After Shave Cream** to moisturise your skin.



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