



milk
shake[®]
creative
matte color

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z.one concept[™]
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PERFECT RESULTS

milk_shake® creative permanent colour

the permanent hair color that guarantees excellent results through its innovative formula now includes the new **matte** series with intense cold shades.

6 SHADES CHARACTERIZED BY A PREDOMINANT GREEN TONE

1.11		1AA intense ash black
4.11		4AA intense ash medium brown
5.11		5AA intense ash light brown
6.11		6AA intense ash dark blond
7.11		7AA intense ash medium blond
8.11		8AA intense ash light blond

NATURE TAKES CARE OF YOUR HAIR

The new and advanced **milk_shake® creative permanent colour** contains the innovative amino acid complex, a complex containing 18 wheat and soy based amino acids that substitute animal based keratin. An ethical choice to ensure the highest quality of the product and its efficiency on the hair, without compromise.

This series is best suited to tone down red and orange tones and guarantee cold tones **during coloring, lightening, color depositing or darkening**. When lightening over two levels compared to the natural base color, it guarantees a neutral/cold result with predominant warm tones.

THIS SERIES REQUIRES PARTICULAR ATTENTION

- _ **on greys**, always mix with a natural or intense natural shade
- _ **if there's a high percentage of greys**, the matte series doesn't give complete coverage and has a particularly cold tone
- _ **on damaged or porous hair**, the tone is accentuated and tends to make colors darker, intense and with grey/green tones
- _ **the intense ash black matte shade** should be mixed with **milk_shake®** oxidizing emulsion 10 vol. (3%)

creative permanent colour is the permanent milk_shake® colour

that respects the hair's wellbeing with a high quality formula:

- _ **a cosmetic conditioning and protective base** that protects the hair. Conditions the shaft and protects the scalp and hair during coloring
- _ **high quality pigments**, high level of purity, stable, concentrated
- _ **creative color and endless possibilities** for infinite results
- _ **radiant, lustrous color**
- _ **sublime shine**
- _ **long-lasting**
- _ **natural, healthy** and extraordinary result