

**milk
shake[®]**

lifestyling

z.one concept™

hair for every
lifestyle

Whatever your style
milk_shake[®] lifestyling is the best solution
to enhance your look.

*Create an infinite variety of looks,
define, give hold and transform hair
in just a few, simple steps.*

A new and glamorous styling product range
created to satisfy the demands of hairdressers
as well as client styling needs



*smooth
très chic*



*ocean
waves*



girly mood



tropical style



smooth très chic

Everyday style suitable for any occasion. The beauty of straight hair resists fashion trends and is presented in a sophisticated version that combines perfect aplomb with natural movement on the ends.

hair tips

Apply **milk_shake®** smoothing cream evenly to lengths and ends for a shiny, frizz-free look.

products



ocean waves

More gentle than beach waves, flat waves give a natural wavy effect without creating too much volume, but just the right amount of definition to the hairstyle.

This look is perfected with a natural up-do.

hair tips

This look has soft movement and natural textures. To create volume and give a greater natural feel to the look, apply **milk_shake**® dry shampoo to the roots.

products





girly mood

Braids are still big news on the catwalks and in street style, and are the perfect accessory to enhance the beauty of any face, with a touch of femininity for any style.

hair tips

Apply **milk_shake**® liquid styler before working the braids to give definition.

products



tropical style

Natural curls are back and are given proportion by using styling products, recreating voluminous hairstyles that represent movement and freedom.

hair tips

Use a curling wand on thin sections and shape with the hands for a natural effect.
For extra volume apply **milk_shake®** texturizing spritz.

products





milk
shake®
lifestyling





SMOOTHING CREAM

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

soft hold smoothing cream / *alluring*

A styling cream formulated to smoothen the cuticle, protect the hair during blow-drying, and give natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.

Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



SHAPING FOAM

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

medium hold styling foam / *talented*

Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. For all hair types.

Use: shake well and dose the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.



LIQUID STYLER

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

styling and defining fluid / *seductive*

A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Leaves hair full, soft and shiny.

Use: dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.



TEXTURIZING SPRITZ

HOLD ■■■■ VOL ■■■■ SHINE □□□□

bodifying spray for hair / *wild*

Bodifying formula with a matte finish that gives hold and creates “beach-effect” voluminous waves with shape control on all hair lengths. Contains selected active ingredients to protect the hair from fading and dehydration. Particularly suitable for fine hair.

Use: shake well before use. Spray over damp hair and leave to dry naturally for a casual look, work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.



STYLING POTION

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

conditioning and styling cream / *irresistible*

Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothens the cuticle of the hair, giving natural body.

Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



STRONG HAIRSPRAY

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

strong hold hair spray for color treated hair / *fabulous*

A strong hold hair spray formulated to give structure, hold and to maintain any style without compromising the natural movement of the hair. Leaves hair voluminous and shiny without unwanted residue and without weighing the hair down.

Use: spray at approx. 20-30 cm from the hair as required.



MEDIUM HOLD HAIRSPRAY

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

medium hold hair spray / *flexible*

Medium hold hair spray that gives hold and keeps hair styles in place with a natural, flexible hold. Its formula, containing a UV filter and quinoa proteins, protects the hair fibre from the sun and environmental pollution, which can cause colour fading.

Use: spray at approx. 20-30 cm from the hair as required.



DRY SHAMPOO

HOLD □□□□ VOL ■■■■ SHINE ■□□□

instant dry shampoo / *magic*

Ultra-fine, instant formula. With just one gesture it refreshes the scalp for a fresh, clean feeling without using water, for a light result with no residue. Reduces shine at the roots, leaving hair looking cleaner for longer.

Use: shake before use, spray onto roots, wait a few moments, then style using hands or a brush.

Selected active ingredients

All of the active ingredients in the lifestyling range have been selected for their targeted action and long-lasting effect on the hair to add to the specific modelling effect of each styling formula, their treatment effect, and the light, healthy and shiny result that nature provides.

ACTIVE INGREDIENT	CHARACTERISTICS AND BENEFITS	PRODUCTS WHICH CONTAIN IT
quinoa proteins	protect hair color and prevent color-fading, increase manageability and give shine to the hair	smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray
Integrity 41®	sunflower seed extract, rich in antioxidant polyphenols, to protect from free radicals and stress factors that can damage hair	shaping foam, liquid styler, texturizing spritz, styling potion
organic chestnut extract	heat protection, repairs the hair fibre and prevents dehydration without weighing the hair down	shaping foam, liquid styler, texturizing spritz, styling potion
organic apple, lemon and blueberry extracts	protective, invigorating, emollient and conditioning	shaping foam, liquid styler, texturizing spritz, styling potion
milk proteins	a supplementary action, protective and conditioning, giving strength and resistance to the hair fibre	shaping foam, liquid styler, texturizing spritz, styling potion
silk proteins	film-forming action, hydrating, conditioning, heat protection, protect from stress that can cause hair damage	smoothing cream
UV filter	protects from UV rays that dehydrate hair causing color-fading	shaping foam, smoothing cream, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray
hemp seed oil	nourishing and emollient for scalp and hair	dry shampoo
modified starch	absorbs sebum, reducing the shiny appearance and heaviness of hair	dry shampoo

eco-friendly packaging



The aluminium and tinplate of the cans from the lifestyling range are permanently available resources: they can be recycled easily and indefinitely without losing their intrinsic qualities.



The plastic bottles from the lifestyling range contain a special additive that makes the packaging completely biodegradable (conforming with CE 94/62 EU regulations in reference to Aerobic Biodegradation).



The PP caps, tops and dispensers in the lifestyling range, if collected and recycled, can become new products, favouring the advancement of a dynamic and environmentally conscious society.

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with special thanks to


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LONDON

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