

Your local milk_shake® distributor is:

PROMOTION OF THE MONTH

MAY / Lifestyling Heroes JUNE / Decologic Heroes

For more info on these special offers and other promotions see insert>>>

Please follow us

on Facebook and Instagram @milkshakehairuk milkshakehaircare.co.uk milkshakehairacademy.co.uk





ine READY? **ARE YOUR CLIENTS**

DRY, WEAK, DULL HAIR?

Sun, chlorine and salty water aren't just damaging to the skin these factors also impact the hair prolonged exposure to these elements requires protection and nourishment.

WHAT ARE THE RISKS?

- Dehydration: the hair loses its capacity to absorb water and tends to be dry and weak.
- Colour-fading: UV rays can cause harsh colour changes, causing colour-fading and lightening of natural or cosmetic hair colour.
- Loss of keratin, protein and amino acids: the hair becomes more porous, rough and matted, and tends to break easily.
- Lipid oxidation: causes a loss in flexibility and weakens the hair.

HOW CAN THEY BE PREVENTED?

The perfect range to prevent hair damage this Summer is milk_shake SUN&MORE, a complete haircare routine that includes cleansing, nourishment and hydration to keep hair healthy.



SHAKE IT UP

with our NEW bi-phase leave-in conditioner & protector

An advanced leave-in conditioning spray that protects hair exposed to sun, salt and chlorine.

Use: Shake before use.





New this Summer, we also have our favourite minis available in these gorgous travel pouches.



Over top four Lighteners & HOW TO USE THEM



decologic level 9



Creates intense lift up to **9 levels**

Grey pigmented powder that will counteract residual warm tones

Best for dark bases & colour corrections due to its lifting power

Suitable for highlights/balayage/ enclosed & open techniques



decologic clay balayage



Lifts up to 4 levels

Special formula adheres to hair and prevents smudging

Best for **soft**, **sunkissed** & **natural** results

Suited to freehand & partial lightening techniques, as it doesn't run or expand



decologic **blue lightening**



Lifts up to 6 levels

Super versatile, easy blend formula

Doesn't run or expand

Suitable for highlights/balayage/ enclosed & open techniques

Lifts whilst reducing brassiness & golden tones



Lifts up to 7 levels

Lightening cream containing charcoal to neutralise warm tones & create cool results

Can be blended with other lighteners to add neutralising power

Can be used for global application & all other techniques - use on level 6 & below

Our lightening tips: We recommend using milk_shake deep cleansing shampoo to remove our lighteners, as it will effectively cleanse away any residue left behind. Our color specifics range can be used throughout these services to protect the integrity of the hair, enhance the longevity of toning services and give you optimal results. A full consultation should always be conducted before every lightening and toning service.

PICK YOUR PERFECT TONING PARTNER

the gloss

Perfect for platinum card services, the gloss will lock in tone & nourish porous hair, so it is the perfect choice for level 9 services

the gloss

the gloss is the number one choice for root smudges & toning the mid-lengths & ends of balayage services as it won't lift the natural base

the gloss & smoothies

Both these ranges work beautifully to tone highlights. Our favourites to use are the smoothies cool blonde & the gloss marble blend

collections

smoothies

Our black lightener is perfect for creating clean global lightening results. Team it with our smoothies pastel shades for stunning results



UPDATE YOUR SERVICE MENU

We have two NEW K-RESPECT courses available on our online Academy.

Did you know our k-respect treatment has multiple uses and isn't just for straightening hair?

- Perfectly Straight Service
- Anti-frizz Service
- Perfect Curls Service
- Regenerating Service

Each of our four services use the power of hydrolysed keratin, milk proteins, sunflower oil, muru muru butter and fruit extracts to smooth, tame, shape and repair the hair. Leaving it softer and more manageable, with results that last!





















WHAT'S GOING ON in the World of milk shake

March has been an exciting month for milk_shake®. First we jetted off to Cosmoprof Bologna Worldwide to

immerse ourselves in the world of haircare. We were

thrilled to catch up with the milk shake® HQ team on their beautiful stand and get a sneak peek at the exciting new products that will soon be available in the UK.



Our annual Educators' Meeting was also a highlight, where we had the opportunity to inspire our team. We were honoured to have the milk shake® Global Education Director, Francesco Maria Ferri with us, delivering an inspirational session to our team. Additionally, we surprised the team with a special guest speaker, Sophia Hilton (Not Another Academy), who shared her tips for capturing gorgeous pictures in the salon and elevating looks for social media.















Time to Shine

WHAT'S HAPPENING ON SOCIALS

Tag @milkshakehairuk Include #milk_shake #milkshakehairuk







DIMENSIONAL BLONDE

Formula:

Who doesn't love a dimensional, creamy blonde?! Jas has pre-lightened her clients hair with teasylights & followed by toning with milk_shake the gloss in shades 9.17 + 10.11



SMOOTH CHOCOLATE @daisycookhair

Formula:

Daisy has toned her clients hair with milk shake smoothies in shades 5AR + 6N to create this



@hannahelizabeth hair

Formula:

Low maintainence blondie GOALS! Hannah started by applying a full head of highlights, followed by a root tap using milk_shake smoothies in shades 7.1 + 8.1, then toned with shades 10.117 + 10.07



@lemonadehairplymouth Formula:

Nikki has layered two of our colour ranges to create this knockout copper!

GINGER SPICE

Roots: milk_shake smoothies 30g 8.43 + 5g yellow Mid-lengths & ends: lk_shake smoothies 30g

8.43 + 10g 7.43 + 5g yellow



BEAUTIFUL BLONDIE @hairdesignsbydaisyhart

Formula:

This gorgeous glossy blonde has been toned using milk shake the gloss over pre-lightened hair. Recreate this by mixing 20g 10.117 + 5g 10.81 + 10g NEUTRAL.



GLOSSY BRUNETTE @sophiejarvis_hairstylist

Formula:

For this glossy brunette, Sophie used milk shake smoothies in shade 5.0 on the roots & then shade 6.14 on the mid-lengths & ends, with 8.13 painted on the pre-lightened pieces



milk_shake® HAIR Professionals UK & IRELAND

Want to join in? Simply scan our QR CODES to join our professional community.

DON'T MISS OUT ON THE LATEST NEWS

Join our online community for love and support. Our Professional group is the perfect place to share your work with fellow stylists and get support from other milk shake users. Join our online Academy for FREE access to product knowledge, training manuals and social media support, as well as the latest milk_shake® news

