



milk_shake®
deco logic

z.one concept™

Technology and innovation combine to create perfect blonds

milk_shake® decologic is a complete range of lightening products created through the know-how of z.one concept™ research laboratories to offer a wide range of solutions for in-salon lightening and toning services

- **decolourizing**
dedicated professional formulas that express the maximum efficiency of technological research and scientific precision
- **technological**
high quality raw materials, naturally-sourced active ingredients and stylistic and technical research to give hairdressers a complete range of solutions to transform any service into a perfect blond
- **ecologic**
z.one concept™ has a specific approach to researching packaging that has a low environmental impact, an ethical commitment to contribute to protecting the environment







Endless creativity during lightening



LIGHTENING POWDER

→ **conditioning lightening powder for hair**
lifts up to 6 levels leaving hair soft, manageable and shiny

BLUE LIGHTENING POWDER

→ **conditioning blue lightening powder for hair**
lifts up to 6 levels whilst reducing warm tones

LEVEL 9

→ **extra-high-lift powder for hair**
for intense lift up to 9 levels, whilst counteracting residual warm tones

CLAY BALAYAGE LIGHTENER

→ **freehand clay lightener for hair suitable for all freehand techniques**
lifts up to 4 levels without needing any support to section the hair and without staining

TOTAL ROOTS LIGHTENER

→ **ammonia-free gentle lightening cream for roots, lengths and ends**
for gentle lightening up to 5-6 levels, especially for regrowth area

LIGHT & COLOR

→ **conditioning lightening and toning powder for hair**
lightens and colours the hair at the same time in just 15 minutes

TONE CONTROLLER

→ **gentle and efficient toning gel for hair**
gives perfect tone control after lightening very light levels

Active ingredients from nature for impeccable results



→ organic cranberry extract

Cranberries are originally from Northern America and are considered a super-fruit, or in other words, as being unique and extremely nourishing. **Cranberries contain an enormous amount of anti-free-radical molecules when compared to other fruit like apples or spinach: one glass of cranberry juice** can contain up to 8000 different antioxidants! Cranberry extract contains many precious vitamins, such as vitamin C and B vitamins, and minerals such as iron, magnesium and copper, as well as potent bioactive flavonoids. All of these substances have a fundamental role in biological processes and, when applied to hair, enhance protection, helping to give hair a healthy and revitalized appearance.



→ clay

clay is a natural mineral made up of silicates and traces of other elements, accumulated during sedimentation, erosion and exposure to climatic processes, over thousands of years. During the centuries, silicates absorb components from the ground, water, and substances present in their specific environment, thus creating unique clays with their own compositions and concentrations of specific elements. The formulas from the **milk_shake® decologic** range contain Brazilian clay that has a unique golden colour and a high affinity with hair, smoothening the cuticle and enhancing repairing processes, protecting and improving the hair's appearance.



→ silk proteins

silk is among the few fibres produced in nature in filament form by the Bombyx Mori worm, more commonly known as silkworm. Silk is made up of two main protein-based components: fibroin and sericin. Fibroin is mostly used in the textile, industrial and medical sectors, whereas sericin is renowned in the cosmetic industry for its film-forming and hydrating action. Silk proteins have a great affinity with hair keratin, which they condition and protect, giving manageability and shine whilst protecting the hair from the irritating effect of aggressive surfactants.



oxidizing emulsion

5 developers specifically formulated to act in synergy with **milk_shake® formulas, in 5 different strengths: 5 / 10 / 20 / 30 / 40 volumes**

When mixed with the lightening formulas, they lighten the natural melanin or cosmetic pigment within the hair, reaching the maximum lightening level permitted by the product being used. Each oxidiser has been enriched with specific emollient, conditioning and protective substances to make the formula cosmetic and gentle. The honey fragrance completes the formula, giving a pleasant scent during and after the application.

ACTIVE INGREDIENTS	FEATURES	BENEFITS
MILK PROTEINS	strong supplementing and conditioning action on the hair structure	gives strength, resistance and protection to the hair's structure
MANGO SEED OIL	nourishing and emollient action, fundamental during colour developing	leaves hair soft, manageable and nourished
NATURAL HONEY	conditioning action on the hair, extremely emollient and hydrating	intensifies shine, hydrating the cuticle
CONDITIONING AND HYDRATING AGENTS	conditioning and hydrating action on the hair	gives softness, enhancing manageability
INTEGRITY 41®	antioxidant and protective action against free-radicals	gives greater colour stability over time

→ **milk_shake**® oxidizing emulsion **5 volumes 1.5%**

Recommended for the **milk_shake**® decologic tone controller range.
Develops the pigments within the formula without lightening the natural melanin of the hair.

→ **milk_shake**® oxidizing emulsion **10 volumes 3%**

Recommended for gradual or progressive lightening.

→ **milk_shake**® oxidizing emulsion **20 volumes 6%**

Recommended for gradual or progressive lightening.

→ **milk_shake**® oxidizing emulsion **30 volumes 9%**

Can be used to speed up the lightening process.

N.B be careful when applying to damaged or previously lightened hair.

→ **milk_shake**® oxidizing emulsion **40 volumes 12%**

Can be used to speed up the lightening process.

N.B not recommended for use on damaged or previously lightened hair.



ECO-FRIENDLY PACKAGING



Our concern is to commit to improving and protecting the environment, so as to limit the environmental impact of our products, choosing sustainability by working on our containers and packaging.

milk_shake® decologic gives salons the possibility to reduce their environmental impact through daily choices, such as reusing and recycling our containers. The recycling symbol is clearly marked on all recyclable materials.

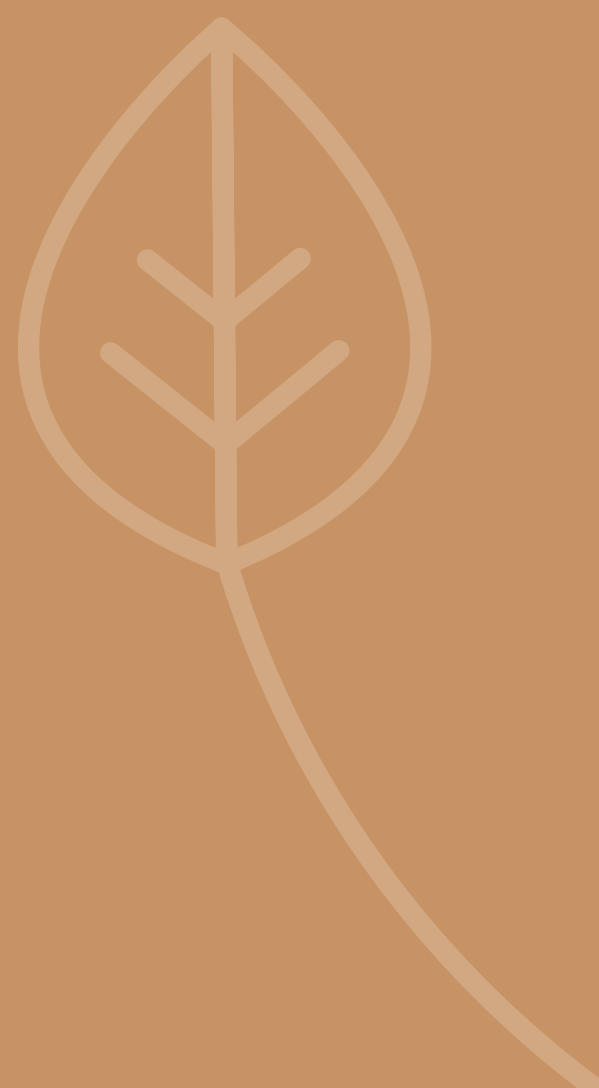
z.one concept™ has also chosen to rely on certified suppliers (with **FSC branding** - Forest Stewardship Council), capable of guaranteeing that the paper in the **milk_shake® decologic** packaging comes from responsibly managed sources.

THE WORD “RESPONSIBLY” INDICATES THAT THE WOOD COMES FROM FORESTS THAT ARE MANAGED WITH RIGOROUS ENVIRONMENTAL, SOCIAL AND ECONOMICAL STANDARDS, THUS ENCOMPASSING THREE KEY ASPECTS:

- **respect for the environment**
means protecting our natural environment through the collection of woodland materials that maintain biodiversity, productivity and ecological processes
- **positive social impact**
means bringing real advantages to workers and local communities, allowing society as a whole to benefit in the long run
- **economic sustainability**
means ensuring sustainable economic development without damaging forest resources, the ecosystem, or the communities that are directly involved

The FSC brand is present on all the materials made from responsibly managed sources.

Furthermore, where present, the labels are made in a self-adhesive material that is 80% sugarcane: a choice that helps to reduce the dependence on fossil fuels, protecting these scarce resources, and contributing to reducing carbon emissions by using organic biomasses.



make beauty
consciously

z.one concept™

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