



**milk  
shake®**

*Pink  
lemonade*  
**FIND YOUR  
PERFECT  
PINK SHADE  
WITH THIS  
NEW  
ARRIVAL**

March / April **2024**

**SOPHIA  
HILTON**

**NOT ANOTHER SOCIAL MEDIA  
AND MARKETING COURSE**

time to  
shine

**SELF-CARE IS IN!**

RESTORE YOUR HAIR'S  
NATURAL BEAUTY WITH OUR  
**NEW DEEP DETOX SHAMPOO**

Your local milk\_shake® distributor is:

### WHAT'S ON OFFER?

This month we're bringing you the long-awaited pink lemonade toning range, the new deep detox shampoo and even more exciting offers! Plus, find out more about our Sophia Hilton Event in April.

**For more info on our special offers and launches see insert >>>**

Don't forget to follow us  
on **Facebook** and **Instagram**  
**@milkshakehairuk**  
**milkshakehaircare.co.uk**  
**milkshakehairacademy.co.uk**





**milk  
shake®**  
*Pink  
lemonade*

*The prettiest haircare trend is here!*

Introducing the newest member to our pigmented shampoo and conditioner family, **pink lemonade**. This new range can be used as a stand-alone service or **homecare routine** to add instant **pretty pink** hues to blonde hair, or layer it with colour services to create the **ultimate pop of colour!**

Contains:  
**milk proteins**  
to give **strength**  
and **nourishment**  
and guarantee **soft,**  
**manageable**  
hair.



*see me  
in action!*



Contains:  
**grapefruit extract**  
which **conditions**  
and **invigorates** to  
**revitalise**  
the hair.



**top tip**

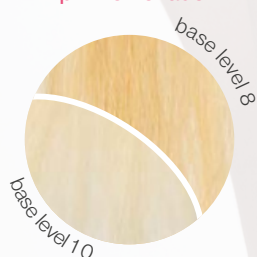
**pink lemonade** shampoo can be mixed with **silver shine light shampoo** to create a cooler pink result.

**top tip**

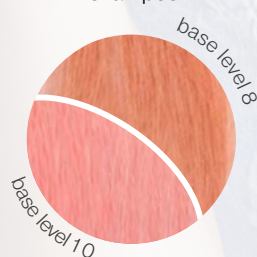
Use **pink lemonade** shampoo to pre-tone before applying pastel shades or to neutralise cool tones.

FIND YOUR PERFECT **PINK SHADE**

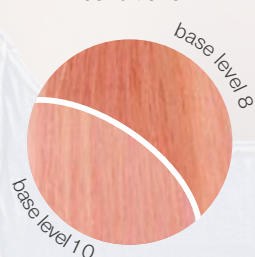
Before  
**milk\_shake®  
pink lemonade**



**milk\_shake®  
pink lemonade  
shampoo**



**milk\_shake®  
pink lemonade  
conditioner**



**milk\_shake®  
pink lemonade  
shampoo + conditioner**



**top tip**

Leave the shampoo and conditioner on for longer for a stronger effect.

## **milk\_shake® deep detox shampoo** RESTORE YOUR HAIR'S NATURAL BEAUTY

It is important to protect the hair from damaging metal build-up and to safeguard against damage. **milk\_shake® deep detox** removes excess grease and build-up of heavy metals from hard water to protect and maintain healthy hair.

- Formulated with **matcha**, deep detox is gentle on the scalp so can be used daily, or as needed, to keep hair free-from product and metal build-up
- Ideal for blondes to keep their colour bright between colour services
- Use on coppers and bright colours if they become dull to revitalise the colour
- Use as needed between toning shampoos to reduce colour build-up



It's **detox** time! Get the full treatment when you try the new **milk\_shake® hydrogel eye masks**. In just 10-15 minutes, these hydrogel eye masks refresh and hydrate the delicate eye area with a selection of soothing active ingredients.

**100%\*\***  
of styling  
product  
residue is  
removed



**55.5%\***  
of copper  
and **63.3%\***  
of lead is  
removed

**94%\*\*\*** of  
excess grease  
is removed,  
restoring the  
scalps healthy  
balance

**AFTER**

\*test on strands of human hair – analysis of copper/lead content after washing. \*\*test on strands of human hair – measurement of the diameter of the hair after washing.

\*\*\*test on 20 individuals – self-assessment/measurement of sebum content after a single application.



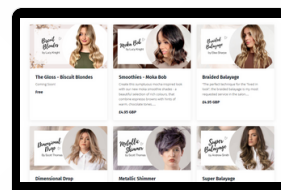
biscuit  
blondes

# NEW Academy BLONDE TUTORIALS



Elevate your blondies with these irresistible and sophisticated biscuit blonde looks.

Scan the QR code to watch our biscuit blonde tutorials for **FREE!**



Our Biscuit Blondes collection showcases two delicious multi-tonal looks that celebrate gorgeous blonde hues.

Crafted with a fusion of techniques such as **face-framing**, **balayage**, **seamless blending**, and **bespoke end tipping**. These styles add a **captivating dimension** and depth to the final result.



5.8 &  
9.13



7.8 &  
9.13

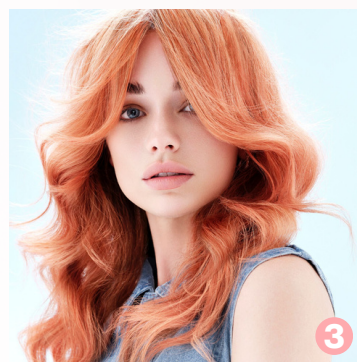
featuring  
**milk\_shake®**  
the gloss



## ANDREW SMITH PEACHFUZZ

When the **2024 Pantone of the Year** was announced as **"Peach Fuzz"**, our **Global Ambassador Andrew Smith** took to the studio to re-create the shade using the **milk\_shake® coloured whipped cream** range.

With the Pantone Colour of the Year having been announced, this was the core inspiration for my collection. Peach Fuzz can be transitioned in many ways, taking a strong and vibrant approach or a soft and subtle tone – tailored to suit the complexion and the vision of the individual. ~ Andrew Smith



- 1 SHORT LOOK:** 12.5ml **milk\_shake®** moisture plus whipped cream + 2ml **milk\_shake®** rose brown coloured whipped cream + 1ml **milk\_shake®** light pink coloured whipped cream.
- 2 BOB LOOK:** 6ml **milk\_shake®** rose brown coloured whipped cream + 6ml **milk\_shake®** golden blond coloured whipped cream + 5ml **milk\_shake®** light pink coloured whipped cream.
- 3 LONG LOOK:** 30ml **milk\_shake®** moisture plus whipped cream + 20ml **milk\_shake®** rose brown coloured whipped cream + 20ml **milk\_shake®** golden blond + 10ml **milk\_shake®** light pink coloured whipped cream.





FULL DETAILS



& BOOKING

# NOT ANOTHER SOCIAL MEDIA AND MARKETING COURSE

PHOTO OPPORTUNITY AND MEET & GREET WITH SOPHIA HILTON

**SOPHIA HILTON**  
**BRISTOL**  
**MONDAY 22ND APRIL**

EARLY BIRD TICKET: £129+VAT  
GENERAL ADMISSION TICKET: £149+VAT

Introducing "Not Another Social Media and Marketing Course" with the one and only Sophia Hilton! ★

This isn't just another boring lecture. Sophia's dynamic and engaging teaching style will keep you on the edge of your seat, eager to implement her proven techniques. Whether you're a seasoned salon owner or just starting out, this course is designed to cater to all levels of expertise.

This course is not your average run-of-the-mill training session. It's the kick up your bum you've been waiting for to make those much-needed changes to your salon!

Are you tired of feeling invisible in the crowded world of social media and marketing? Do you want to take your business to the next level and leave a lasting impression on your audience? Well, we have just the solution for you!

*time to shine*

Tag @milkshakehairuk Include #milk\_shake #milkshakehairuk



## GLOSSY BLONDE

@ams\_hair\_expert ♥ Manchester

### FORMULA:

Toned using milk\_shake® the gloss 1g 10.77 + 30g 10.117 + 20g NEUTRAL

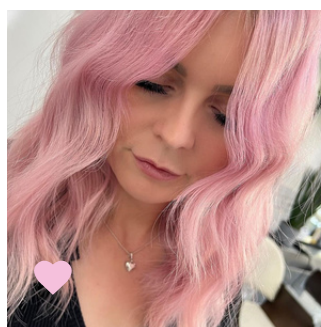


## DREAMY MOKA BRUNETTE

@hairbyknight\_ ♥ Bristol

### FORMULA:

milk\_shake® smoothies 6.88 to add dimension throughout the mid-lengths. Then milk\_shake® smoothies 8.81 + 10.08 to tone the blonde.



## PINK LEMONADE

@andrewsmithsalons ♥ Gosport

### FORMULA:

On pre-lightened hair, apply pink lemonade shampoo, lather, and leave for 2-5 minutes. After rinsing, apply pink lemonade conditioner and leave for 5-20 mins.



## BRUNETTE OF DREAMS

@thestranderby ♥ Derby

### FORMULA:

Roots & lowlights: milk\_shake® smoothies 6 + 5.16. Mid-lengths & ends: milk\_shake® smoothies 7.431 + 8.431



## BLONDE BOMBSHELL

@hair\_by\_ize ♥ Corfe Mullen

### FORMULA:

Toned with milk\_shake® the gloss 10 + NEUTRAL

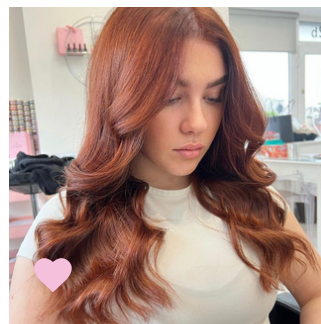


## PRETTY IN PINK

@rubyolivia\_hair ♥ Teignmouth

### FORMULA:

milk\_shake® smoothies in shades pink grapefruit and a dash of pearl.



## COPPER QUEEN

@annalearosehair ♥ Manchester

### FORMULA:

Coloured all over using milk\_shake® creative in shade 7.43.



## BLONDE AND BEAUTIFUL

@hairbylaurenn\_ ♥ Weston-super-Mare

### FORMULA:

Toned using milk\_shake® smoothies in shade 10.07.

Join our



professional group

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.

Join our



online academy