

**milk
shake®**

**SUMMER
LOVING**

THE ONLY TRAVEL
ESSENTIALS
YOU'LL NEED THIS
SUMMER

time to
shine

WHY INVESTING IN
YOUR EDUCATION IS A

**GAME
CHANGER**

WAVE HELLO TO
OUR NEW
INSTANT TONING
SPRAYS

MEET OUR
ADVANCED
LIGHTENERS WITH
PLEX
TECHNOLOGY

May / June 2024

Your local milk_shake® distributor is:



WHAT'S ON OFFER?

This month, we're getting sunshine ready with the return of our SUN&MORE range and best-selling travel sets. Plus, get to know our newest additions to your most-loved toning ranges.

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

Don't forget to follow us on **Facebook** and **Instagram**
Milk Shake Hair UK
@milkshakehairacademy
milkshakehaircare.co.uk
milkshakehairacademy.co.uk





NEW
TONING
SPRAYS

YOUR INSTANT TONING FIX!

Toning hair just got a whole lot easier with our **NEW milk_shake® pigmented toning sprays**.

Whether you're a **blonde** or **brunette**, milk_shake® has the solution to **enhance cool tones** in your hair and **prolong the effects of your salon hair colour service**.

Our **no-rinse toning sprays** deliver **fast and instant results**, and are perfect for a **quick spritz** in-between washes of your favourite milk_shake® toning shampoos and conditioners!

Available in **silver shine**, **icy blond** & **cold brunette**.

USE: Shake well and spray evenly over clean, damp hair at approx. 10-15 cm from the hair. Comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx. 30 cm from the hair.

I have been so excited to get my hands on the new toning sprays. I have used them to create root smudges and to keep my balayage clients' tone on point, whilst keeping their hair feeling silky soft! ~ **Josie Newman**

TOP TIP:

The perfect take-home suggestion for clients after a cool toning service

TOP TIP:

Layer with the accompanying shampoo and conditioner to intensify results

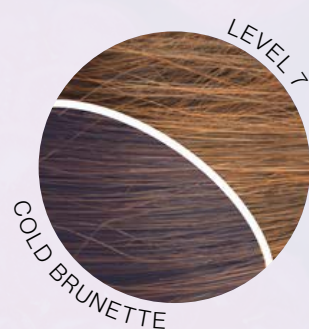
TOP TIP:

Precise application so you can target sections of hair - **ideal for toning balayaged sections**

TOP TIP:

Not just a toning spray, use this to add condition and shine to your blonde

THE RESULTS ARE IN...





sunshine ready!

Dive into the sunshine season with the return of our beloved **SUN&MORE haircare sets**. Pack your travel essentials with our **mini sets**, and let's craft the perfect blonde for your clients' sunny adventures!

SUN&MORE...

the **perfect range to prevent hair damage** this summer!

A complete haircare routine that includes cleansing, nourishment, and hydration to keep hair healthy.

Fragranced with creamy coconut milk and exotic fruits, it will leave your body and hair deliciously scented.

SUN&MORE detangles hair, prevents split ends, softens the hair and protects the cuticle from the harmful effects of the sun. It also prevents colour-fading, keeping your hair colour fresher for longer.



TRAVEL ESSENTIALS

Grab a selection of your favourite **milk_shake®** essentials in our mini sizes. They are perfect for your clients' travels and we've got all hair types covered this summer! Slip them into your luggage or beach bag for effortless access, ensuring you're never without your must-haves! These flew off salon shelves last year, so get them while you can! **Each set comes in the cutest summer grab bag to accessorize your beach bag!**

Blondie ready

Unlock the secret to **radiant summer blondes** with our unbeatable range of advanced lighteners designed to keep blondes **bright, beautiful, and ready to shine** all season long!

light catcher spotlight is our new range of **progressive lightening powders** with **faster-acting formulas** and **improved lift**.

The range has been developed to include **protective PLEX technology** to create intense, radiant blondes. It is specifically formulated with **low ammonia** and **unique ingredients** such as **milk proteins, avocado oil, and grapeseed oil** to help condition the hair throughout the lightening process.



LEVEL 7

Delivering up to **7 levels of lift**, our **freehand lightener** is perfect for partial lightening and open techniques, giving maximum precision and control. Plus, its moisture-retaining formula ensures long-lasting lift while being incredibly easy to apply. **Perfect for balayage and face-framing techniques.**



LEVEL 8

This **conditioning** lightening powder gives up to **8 levels of lift**, making it a great all-rounder suitable for all lightening techniques. Its pliable, elastic formula makes it **easy to apply**. The specialised formula maintains its moisture during application and doesn't drip or swell, **making it a great choice for foiling techniques.**



LEVEL 9

Introducing our **fastest-acting formula** which can achieve up to **9 levels of lift**. Ideal for all lightening techniques, its versatile formula creates intense, radiant blondes. Best used on untreated hair; if hair is colour-treated, lightened, or weak, monitor the hair condition closely during processing and **process for a maximum of 30 minutes.**



SEE OUR LIGHTENING GUIDE



FREE TRAVEL POUCHES

Level up! WHY INVESTING IN YOUR EDUCATION IS A GAME-CHANGER

In the **ever-evolving** world of hairstyling, staying ahead of the curve is not just advantageous, it's essential. This year, the **milk_shake® UK Education team** was proud to unveil our latest array of courses designed to **empower** and **inspire**. For professionals seeking to **expand their skill set** and **delve deeper** into the artistry of hair colouring, these are a must!

You asked and we listened! At the heart of these courses lies our commitment to the hands-on approach to help you **learn** and **grow**.

OUR MASTER COURSES

out of Salon Sessions

- ☆ Balay, Blend & Tone
- ☆ Colour Perfectionist
- ☆ Colour Correction
- ☆ Foil Perfectionist
- ☆ Style Master
- ☆ Mastering the Trends

GET HANDS ON!



learn



grow



inspire

Our **NEW milk_shake® Master Courses** are THE PERFECT opportunity to **invest in yourself!** Learn about the types of colour, gain a thorough understanding of how it works, perfect application, get hands-on with colour placement techniques and explore upselling opportunities.

It doesn't end there! At the **heart of our brand** is our **community**, and these sessions are the perfect place to learn from your peers and network with the **milk_shake® team** and stylists. ~ **Josie Newman**

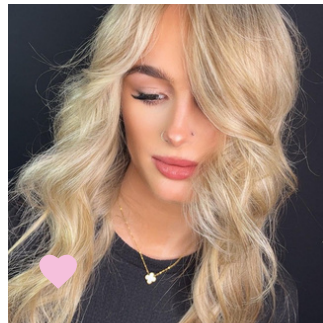
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Tag @milkshakehairacademy Include #milk_shake #milkshakehairuk



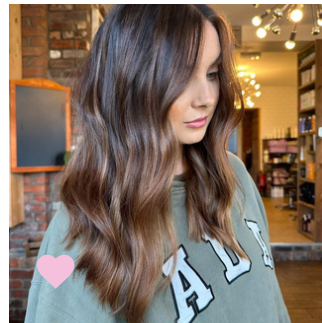
ICED LATTE

@stonelityhairdressing 📍 Launton



BEACHY BLONDE

@jennac_hairinnovation 📍 Stubbington



CAPPUCCINO

@hairbyknight_ 📍 Bristol



BLONDE AMBITION

@andrewsmithhairstylist 📍 Fareham

FORMULA:
Highlighted & lowlighted alternating between milk_shake® starlight level 8 lightener & smoothies 7. Then toned globally with smoothies 10.13+10.17.

FORMULA:
Highlighted all over using milk_shake® starlight level 8 lightener. Toned with milk_shake® smoothies pearl, powder + silver in equal parts. Root smudged with smoothie 7.1

FORMULA:
Lightened with milk_shake® starlight level 8 lightener & black lightening cream. Root melt created with milk_shake® the gloss 5 + 5.1 & toned globally using 7.84

FORMULA:
Lightened using milk_shake® starlight level 8. Toned using milk_shake® the gloss 15ml 10 + 5ml 9.08 + 20ml NEUTRAL



GLOSSY BLONDE

@hairbycharlie 📍 Fareham



COPPER CRUSH

@amyllynnhairdressing 📍 Cannock



MOCHA CARAMEL

@christopherfoxcolour 📍 Newcastle



PINK LEMONADE

@salonninehair 📍 Haverhill

FORMULA:
Toned with milk_shake® the gloss 9.07 + 10.1

FORMULA:
Pre-cleansed at the backwash to lift the existing colour. Then coloured with milk_shake® creative 40ml 6.4 + 40ml 6.43 + 10ml 5.5

FORMULA:
Highlighted and tipped out with moonlight level 9 lightener & lowlighted with smoothies 5.88. The root area and hair between foils were coloured using creative absolute naturals 5.00

FORMULA:
Toned using milk_shake® pink lemonade shampoo & conditioner



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 receive support from other milk_shake® users. Join our online **Academy** for **FREE access** to **product knowledge, training manuals and social media support**, and the **latest milk_shake® news**.



Join our

online academy