



z.one concept™

milk\_shake®  
decollogic

LIGHTENING POWDER



### conditioning lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels, leaving hair soft, manageable and shiny. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application. For professional use only.

#### mixing ratio:

→ **detail/highlight**  
**with foils: 1:1.5**

(1 measure of product,  
equivalent to 30 g of powder, + 45 ml  
**milk\_shake® oxidizing emulsion**  
10, 20 or 30 vol.)

→ **freehand**  
**techniques: 1:1**

(1 measure of product,  
equivalent to 30 g of powder, + 30 ml  
**milk\_shake® oxidizing emulsion**  
10, 20, 30 or 40 vol.)

→ **total lightening**  
**or decolorizing wash: 1:2 or 1:3**

(1 measure of product,  
equivalent to 30 g of powder, + 60 or 90 ml  
**milk\_shake® oxidizing emulsion**  
10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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BLUE LIGHTENING POWDER



### conditioning blue lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels whilst reducing brassiness or golden tones. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application. For professional use only.

#### mixing ratio:

→ **detail/highlight**

**with foils: 1:1.5**

(1 measure of product,  
equivalent to 30 g of powder, + 45 ml  
**milk\_shake® oxidizing emulsion**  
10, 20 or 30 vol.)

→ **freehand**

**techniques: 1:1**

(1 measure of product,  
equivalent to 30 g of powder, + 30 ml  
**milk\_shake® oxidizing emulsion**  
10, 20, 30 or 40 vol.)

→ **total lightening**

**or decolorizing wash: 1:2 or 1:3**

(1 measure of product,  
equivalent to 30 g of powder, + 60 or 90 ml  
**milk\_shake® oxidizing emulsion**  
10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



# milk\_shake® decollogic

LIGHT & COLOR



## conditioning lightening and toning powder for hair

A dust-free formula that is easy to blend, lightening and colouring the hair at the same time in just 15 minutes, with a professional result. Creates a pleasantly fragranced emulsion that doesn't run, expand or dry out and maintains the right dampness during application. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. For professional use only.

### mixing ratio:

→ **1:2** (1 measure of **light & color**, equivalent to 30 g of powder, + 60 ml **milk\_shake® oxidizing emulsion** 5, 10, or 20 vol.)

### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process for

15 minutes – processing time may vary according to the lightening technique, the hair type and the base level of the hair. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.

| shades:        | DARK LEVELS 1/4 |                | MEDIUM LEVELS 5/7 |                | LIGHT LEVELS 8/10 |                 |
|----------------|-----------------|----------------|-------------------|----------------|-------------------|-----------------|
|                | NATURAL         | COLOUR-TREATED | NATURAL           | COLOUR-TREATED | NATURAL           | COLOUR-TREATED  |
| PURPLE RED     | 5-10 vol.       | 10-20 vol.     | 5 vol.            | 5-10 vol.      | not recommended   | not recommended |
| INTENSE RED    | 5-10 vol.       | 10-20 vol.     | 5 vol.            | 5-10 vol.      | not recommended   | not recommended |
| INTENSE COPPER | 5-10 vol.       | 20 vol.        | 5 vol.            | 5-10 vol.      | not recommended   | not recommended |
| COPPER         | 5-10 vol.       | 20 vol.        | 5 vol.            | 5-10 vol.      | not recommended   | not recommended |
| GOLD           | 10-20 vol.      | 20 vol.        | 10 vol.           | 10-20 vol.     | 5 vol.            | 5 vol.          |



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TONE CONTROLLER



toning gel for hair

A light, delicate and efficient toner, gives perfect tone control after lightening on levels 9 very light blond and 10 platinum blond, or on natural white hair. With organic cranberry extract, clay, and silk proteins for hair protection and conditioning. For professional use only.

**mixing ratio:**

→ **1:1** (30 g di **tone controller** + 30 ml **milk\_shake® oxidizing emulsion 5 vol.**)

**use:**

mix the product with the **milk\_shake® oxidizing emulsion** in a non-metallic bowl, respecting the given ratios. Only use plastic or glass tools and containers. After having cleansed the hair with **milk\_shake® deep cleansing shampoo** and having removed excess water with a towel, apply **milk\_shake® pro color equalizer** to even out the porosity of the hair, then apply the formula to the whole head of hair or the specific areas that need

toning, avoiding direct contact with the scalp. Leave to process for 5 to 20 minutes depending on the required tone and the porosity of the hair. It is recommended to check the hair every 5 minutes. Once the processing time has ended, add some warm water, lather and rinse well. Conclude the service with products from the **milk\_shake® color specifics** range.

**shades:** results on lightened hair or very light levels (levels 9 and 10):

| SHADES          | LIGHTENING LEVEL 9   | LIGHTENING LEVEL 10                       |
|-----------------|--|---|
| PLATINUM        | natural very light blond effect, counteracts residual yellow tones | mauve platinum blond effect               |
| WHITE           | natural blond effect   | shiny natural blond effect                |
| NATURAL BLOND   | golden blond effect  | beige platinum blond effect               |
| LIGHT ASH BLOND | natural/ash effect, counteracts residual yellow tones              | platinum ash blond effect                 |
| PEACH ROSE      | peachy rose effect   | antique pastel rose platinum blond effect |
| MILK MINT       | light mint green effect  | pastel/mint green platinum blond effect   |
| SMOKY GREY      | grey/ash effect  | pastel smoky grey platinum blond effect   |
| AMETHIST GREY   | lilac/grey effect  | pastel grey/lilac platinum blond effect   |





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LEVEL 9



extra-high-lift powder for hair

A lightening formula suitable for all lightening techniques, to create intense lift up to 9 levels whilst counteracting residual warm tones. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run or expand. For professional use only.

**mixing ratio:**

→ **freehand**

**application: 1:1**

(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 20, 30 or 40 vol.)

→ **application with foils**

**or other methods: 1:1.5**

(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 10, 20 or 30 vol.)

→ **total lightening**

**or decolorizing wash 1:2 or 1:3**

(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 10, 20, 30 or 40 vol.)

**use:**

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly to the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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CLAY BALAYAGE LIGHTENER



### freehand clay lightener for hair

A lightening formula suitable for all freehand techniques, it doesn't run or expand and adheres perfectly to the hair. Perfect to create partial lightening without using any support to section the hair and without staining the hair. The lattice structure of the Brazilian clay within the formula creates a barrier and protects the hair sections for optimal lightening and a precise and accurate result. Also enriched with organic cranberry extract and silk proteins for hair protection and conditioning. Lifts up to 4 levels with a clean, accurate result. For professional use only.

#### mixing ratio:

→ **1:1.5 or 1:2**  
(1 measure of clay **balayage lightener**,  
equivalent to 30 g of powder, + 45 or 60 ml  
**milk\_shake® oxidizing emulsion**  
20, 30 or 40 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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TOTAL ROOTS LIGHTENER



### gentle lightening cream for roots, lengths and ends

Ammonia-free lightening cream, it lifts gently up to 5-6 levels, and can also be used on hair regrowth. Suitable for all lightening techniques and decolorizing washes with perfect, even results. Ideal for application on roots and lengths. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. Doesn't run or expand. For professional use only.

#### mixing ratio:

##### → application techniques

##### without foils: 1:1

(30 g product + 30 ml

**milk\_shake® oxidizing emulsion**

20, 30 or 40 vol.)

##### → application techniques

##### using foils or other support material:

(30 g product + 45 ml

**milk\_shake® oxidizing emulsion**

10, 20, 30 vol.)

##### → application

##### to roots: 1:1

(30 g product + 30 ml

**milk\_shake® oxidizing emulsion**

10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.