

#foreverlifestyle

**milk
shake®**

lifestyling

z.one concept™

Whether in the spotlight or in everyday life, **milk_shake®** *lifestyling* is the complete range of styling products to create an infinite array of looks.



#shape
#fix
#volumize
#define

5 new products that complete the range and give the opportunity to create and perfect any look from the most sophisticated and glamorous to the most simple and refined.

WHAT'S YOUR HAIR FEELING TODAY?
GAME CHANGING PRODUCTS

Choose the most suitable product for your style and create your look. Combine and find the solution that allows you to simplify your daily routine and give shape to your hair and dare with eclectic hair styles that are bang on trend and suitable for any occasion.

milk_shake® *lifestyling*
perfect styling products for you.



FRANCO GOBBI
brand ambassador for **milk_shake®** and international hairstylist

After having brought **milk_shake®** products to the most famous catwalks in the fashion world and on the covers of the most renowned fashion magazines, he has now created 5 original looks for **milk_shake®** *lifestyling* that exemplify his experience of a world made of celebrities and the backstage.

Watch the step-by-step videos available here:
z-oneconcept.com/education using the password: **lifestyling2020**



/ alluring
SMOOTHING CREAM
soft hold smoothing cream



A styling cream formulated to smoothen the cuticle, give natural support and protect the hair during blow-drying. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.
Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ seductive
LIQUID STYLER
styling and defining fluid



A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Gives hair body, softness and shine.
Use: dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ irresistible
STYLING POTION
conditioning and styling cream



A versatile and unique cream, it smoothen the cuticle, giving natural body. It gives light support and an immediate conditioning effect to all hair types.
Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ must-have
THERMO-PROTECTOR
heat protection for hair



An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. It forms an invisible film on the hair that prevents split ends, breakage and damage, as well as reducing drying time.
Use: spray at approx. 20-30 cm onto clean, damp hair, from roots to ends. Proceed with blow-drying.

HOLD □□□□ VOL □□□□ SHINE ■■■■

/ talented
SHAPING FOAM
medium hold styling foam



Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. For all hair types.
Use: shake well and dose the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ wild
TEXTURIZING SPRITZ
bodifying spray for hair



Bodifying formula with a matte finish that gives hold and creates "beach-effect" voluminous waves with shape control on all hair lengths. Enriched with precious active ingredients that nourish and protect the hair from fading and dehydration. Particularly suitable for fine hair.
Use: shake well before use. Spray over damp hair and leave to dry naturally for a casual look, work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.

HOLD ■■■■ VOL ■■■■ SHINE □□□□

/ curly
CURL PERFECTIONIST
curl defining cream



Defines and tames curls, banishing frizz and intensifying the natural texture of the hair. Gives long-lasting shape, softness and shine.
Use: apply to damp hair and proceed with the desired style.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ fabulous
STRONG HAIRSPRAY
strong eco hairspray for colour-treated hair



A hairspray with extra strong hold, it gives structure, hold and maintains hair styles, without hindering the natural movement of the hair. Gives hair body and shine without residue.
Use: spray at 20-30 cm from the hair as required.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ eco-friendly
STRONG ECO HAIRSPRAY
strong eco hairspray for colour-treated hair



A hairspray with extra strong hold, it gives structure to the hair with exceptional shine. It protects hair from humidity and from external aggressors, maintaining the hair's volume and style for longer. Quick to dry, it is easily brushed out and does not leave residue on the hair.
Use: spray at 20-30 cm from the hair as required.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ inspiring
CURL SHAPER
shaping fluid for curly hair



Ideal for defined and enduring curls. It intensifies the hair's natural texture, giving control to defined curls and perfecting soft waves. Its specific formula guarantees an anti-frizz action, shine, and colour protection.
Use: apply to clean, damp hair and proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ magic
DRY SHAMPOO
instant dry shampoo



Ultra-fine, instant formula. With just one gesture it refreshes the scalp for a fresh, clean feeling without using water, giving volume with no residue. Reduces shine at the roots, leaving hair looking cleaner for longer.
Use: shake before use, spray onto roots, wait a few moments, then style using hands or a brush.

HOLD □□□□ VOL ■■■■ SHINE ■■■■

/ flexible
MEDIUM HOLD HAIRSPRAY
medium hold hair spray



Medium hold hair spray that gives hold and keeps hair styles in place with a natural, flexible hold. Its formula, containing a UV filter and quinoa proteins, protects the hair fibre from the sun and environmental pollution, which can cause colour fading.
Use: spray at approx. 20-30 cm from the hair as required.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ glossy
LET IT SHINE
softening glossing spray



This super fine mist leaves hair soft and shiny without weighing it down. Does not give hold. Suitable for all hair types, it keeps static in check and has a thermo-protective action.
Use: spray evenly over damp hair, over lengths and ends or at the end of styling.

HOLD □□□□ VOL ■■■■ SHINE ■■■■

/ memorable
POWDER POP
volumizing powder for hair



A weightless and light styling powder that is ideal to give volume with a matte finish.
Use: distribute a small quantity of product to the roots of dry hair or to the hands, and proceed with styling

HOLD ■■■■ VOL ■■■■ SHINE □□□□

new

new

/ dazzling

new

BLOW-DRY PRIMER
pre-styling lotion for hair

Ideal to give hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading.

Use: dose the necessary quantity and apply to clean, damp hair. Proceed with the desired style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ twist and shine

BRAID GREASE
braid defining wax

Gives a touch of shine and is ideal to create perfect separations, braids and knots.

Use: apply to dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

new

/ impressive

FIXING PASTE
strong hold paste for hair

Gives texture and structure to the style with strong, flexible hold. Its texture makes it easy to apply and workable.

Use: take a small quantity of product and work it between the palms of the hands. Distribute over damp or dry hair, then shape as desired



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ supreme

new

MEDIUM HOLD GEL
medium hold styling gel

Gives hold to any hair style to create defined styles with a memory effect, giving incredible shine. Gives structure to fine hair and gives body and definition to curls with an anti-frizz effect. Quick to dry, it doesn't leave any residue on the hair.

Use: work a small quantity through the fingers and apply to damp or dry hair.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ smile and weave

BRAID LOTION
braid defining lotion

A light and flexible lotion for the hair that is perfect for creating braids and knots.

Use: apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ versatile

TEXTURIZING CREAM
bodifying molding cream

Particularly suitable for fine hair, when applied to dry hair it gives body, giving separation and control to hair strands for creative and unkempt looks.

Use: apply to dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ let's braid

BRAID CREAM
braid styling cream

A light and flexible cream, ideal for creating braids and knots.

Use: apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ brilliant

DESIGN WAX
defining wax

A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair.

Use: apply to dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

/ playful

FREEHAND PASTE
molding paste with flexible control

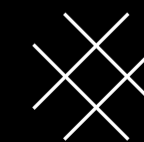
A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles.

Use: apply to damp or dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

milk_shake
BRAIDERS



SPECIFIC
PRODUCTS

TO CREATE
BRAIDS AND
KNOTS FOR
EVERY STYLE
AND OCCASION



The enhancement of the beauty of the hair through active ingredients and naturally-sourced extracts.

The active ingredients within the **milk_shake®** *lifestyling* products are carefully selected for their treatment action and shaping capacity, capable of giving strength to the healthy, weightless result of the style.

active ingredient	characteristics and benefits	products which contain it
quinoa proteins	protect hair colour and prevent colour-fading, increase manageability and give shine to the hair.	texturizing cream, freehand paste, design wax, thermo-protector, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray, curl perfectionist, strong eco hairspray, let it shine, braid grease, braid cream, braid lotion, medium hold gel, blow-dry primer, curl shaper, fixing paste
integrity 41®	sunflower seed extract, rich in antioxidant polyphenols, to protect from free radicals and stress factors that can damage hair	texturizing cream, freehand paste, design wax, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, braid grease, braid cream, braid lotion curl perfectionist, strong eco hairspray, let it shine, medium hold gel, blow-dry primer, curl shaper, fixing paste
organic chestnut extract	heat protection, repairs the hair fibre and prevents dehydration without weighing the hair down	shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, medium hold gel, blow-dry primer, curl shaper
organic apple, lemon and blueberry extracts	protective, invigorating, emollient and conditioning	texturizing cream, freehand paste, design wax, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, strong eco hairspray, let it shine, medium hold gel, blow-dry primer, braid grease, braid cream, braid lotion curl shaper, fixing paste
milk proteins	a supplementary action, protective and conditioning, giving strength and resistance to the hair fibre	texturizing cream, freehand paste, design wax, thermo-protector, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, strong eco hairspray, let it shine, medium hold gel, blow-dry primer, braid grease, braid cream, braid lotion curl shaper, fixing paste, powder pop
silk proteins	film-forming action, hydrating, conditioning, heat protection, protect from stress that can cause hair damage	thermo-protector, smoothing cream, strong eco hairspray, let it shine
UV filter	protects from UV rays that dehydrate hair causing colour-fading	texturizing cream, freehand paste, design wax, shaping foam, smoothing cream, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray, curl perfectionist, strong eco hairspray, let it shine, medium hold gel, braid grease, braid cream, braid lotion, blow-dry primer, curl shaper, fixing paste
hemp seed oil	nourishing and emollient for scalp and hair	dry shampoo
modified starch	absorbs sebum, reducing the shiny appearance and heaviness of hair	dry shampoo

Integrity 41® — hydroglycolic sunflower seed extract, rich in antioxidant polyphenols.



EASILY CREATE YOUR LOOK. FROM THE MOST NATURAL STYLE TO THE MOST DEFINED, **milk_shake®** *lifestyling* IS WHAT YOU NEED TO CREATE AND RECREATE ANY LOOK.

ECO-FRIENDLY PACKAGING

The aluminium and tinplate of the cans from the lifestyling range are permanently available resources: they can be recycled easily and indefinitely without losing their intrinsic qualities.



The plastic bottles are made of 50% recycled plastic and, along with the tubes, contain a special additive that makes the packaging completely biodegradable (conforming with CE 94/62 EU regulations in reference to Aerobic Biodegradation).



The PP caps, tops and dispensers in the lifestyling range, if collected and recycled, can become new products, favouring the advancement of a dynamic and environmentally conscious society.



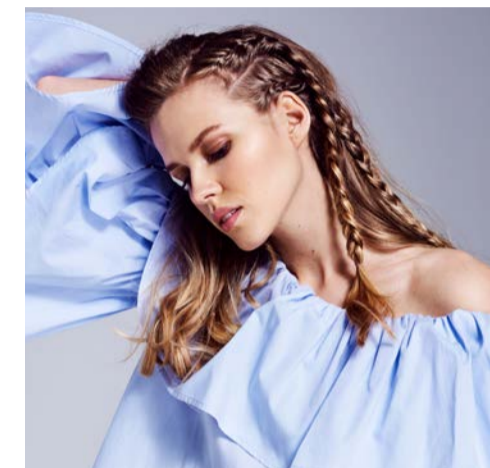
Every day, z.one concept™ makes its contribution to respecting the environment. The electricity used by the company is from renewable resources that can be regenerated, and are therefore unlimited.



WHAT'S YOUR HAIR FEELING TODAY?

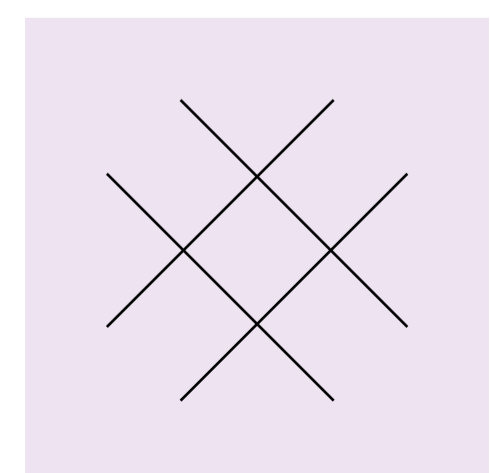
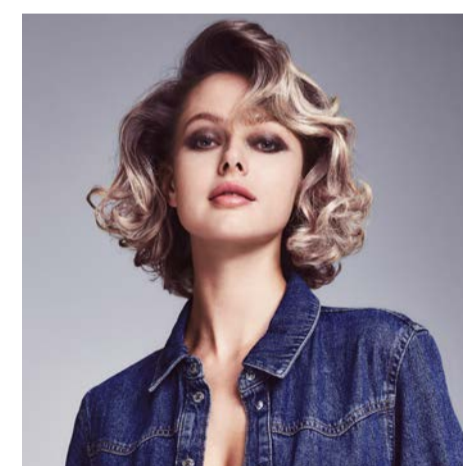


milk shake®
lifestyling



GAME CHANGING PRODUCTS



#SHAPE
#FIX
#VOLUMIZE
#DEFINE





#foreverylifestyle

Z110MATM4777

zoneconceptofficial 
milkshakehairofficial 
info@z-oneconcept.com 
z-oneconcept.com 
made in italy 

Panzeri Diffusion s.r.l.
Via Brodolini, 30 _ 21046 Malnate (VA) _ ITALY
T. +39 0332 425747