



LIGHT
EXPERIENCE

milk
shake[®]
illuminate

z.one concept[™]



THE SEARCH FOR BEAUTY ILLUMINATING THE HAIR WITH VIBRANT HUES

milk_shake® illuminate is the new range to gently lighten the hair and give a touch of color





3 SOLUTIONS CREATED
TO ENHANCE THE BEAUTY
OF A CUT OR HAIR STYLE THROUGH
AN INNOVATIVE LIGHTENING AND COLOR TREATMENT

- / **milk_shake**® illuminate **quick light**
- / **milk_shake**® illuminate **pure pigment**
- / **milk_shake**® illuminate **conditioning lightening oil**

ILLUMINATE YOUR HAIR WITH A TOUCH OF NATURAL LIGHT

milk_shake[®] illuminate **quick light**

the perfect solution to personalize a haircut
with personalized contrasts created during the styling process

milk_shake[®] illuminate **quick light** is an ammonia-free lightening treatment with immediate and efficient results on untreated or color-treated hair.

Lightens hair in a few minutes without needing to rinse the hair.

All you need to do is apply the product and iron the hair with a flat iron to have instant natural contrasts with up to 2 levels of lightening.

Its formula is enriched with hydrolysed keratin, which has a high affinity with the structural keratin of the cuticle, strengthening the hair, giving consistency, greater structure and protection as well as conditioning the hair.

The formula contains panthenol with hydrating, regenerating and conditioning properties, ideal to give hair a healthier appearance.

A thermo-protector protects the hair fibre while using the flat iron, and protects the hair's structure.

AMMONIA-FREE.

**IDEAL FOR THOSE CLIENTS WHO DON'T WANT A STRONG LIGHTENING EFFECT
BUT JUST A DELICATE ILLUMINATING EFFECT ON THEIR HAIR.**

Use: **milk_shake**[®] illuminate **quick light** is ready to use.

Pour sufficient product into a non-metallic bowl in order to lighten the chosen sections of the hair and according to the desired result. For a soft lightened effect on a few sections, 10ml of product is enough.

milk_shake[®] illuminate **quick light** must always be applied to clean, dry hair.

Apply **milk_shake**[®] illuminate **quick light** over thin sections so that the product can penetrate evenly into the hair. Distribute with a comb and at the same time, iron the strand with a flat iron at a constant speed.

For a stronger lightening effect, re-apply the product and iron once again with the flat iron, whilst being careful to respect the hair's structure.

Do not apply to previously lightened or bleached hair.



6.8 fl oz 200 ml e



CREATE THREE-DIMENSIONAL LIGHT AND COLOR EFFECTS

milk_shake® illuminate pure pigment

spectacular color tones to personalize
the hair during styling

milk_shake® illuminate pure pigment is a concentrated coloring for hair with an immediate action, which can be used both on untreated and color-treated hair, to be used with **milk_shake® illuminate quick light**. Gives versatility to the lightening process, gives color tones and illuminates the hair with creative chromatic effects on the hair.

AVAILABLE IN 6 VIBRANT SHADES:

GOLD • RED • BLUE • VIOLET • COPPER • BROWN

The treatment is carried out by mixing the chosen pure pigment shade with **milk_shake® illuminate quick light**.

Just apply the formula to the hair and iron with a flat iron to have an immediate, intense and vibrant color. Contains hydrolyzed keratin, ideal to strengthen the hair for greater structure, conditioning and deep protection.

AMMONIA-FREE.

IDEAL FOR THOSE CLIENTS WHO WANT TO PERSONALIZE THEIR HAIR CUT WITH CREATIVE CHROMATIC EFFECTS.

Use: add enough **milk_shake® illuminate quick light** to a non-metallic bowl to create the desired effect according to the sections that need lightening. For an illuminating effect on a few strands, 10ml of product is enough.

Add **milk_shake® illuminate pure pigment** in a ratio that doesn't exceed 50% of the quantity of lightening lotion, then mix until the formula has been blended.

E.g. : 10ml of **milk_shake® illuminate quick light** + 5 ml **milk_shake® illuminate pure pigment** (maximum quantity).

The formula is then ready to use and must always be applied to clean, dry hair.

Apply to the selected section of hair, distribute the formula with a comb and iron the section with a flat iron until obtaining the desired effect.

For a stronger color effect, iron the hair several times, whilst being careful to respect the hair's structure.

Do not apply to previously lightened or bleached hair.





LIGHT AND SOFTNESS FOR YOUR HAIR

milk_shake[®] illuminate conditioning lightening oil

the delicate lightening treatment
that gives softness to the hair
with its oil-based and ammonia-free formula

milk_shake[®] illuminate **conditioning lightening oil** is a lightening, conditioning oil that acts gently on the hair, with a formula that is ammonia-free and contains certified organic oils. Lightens hair up to 3-4 levels according to the combined oxidiser.

Contains certified argan and kendi plant oils, excellent emollient ingredients with a protective, nourishing and conditioning effect on the hair.

Its formula also contains mandarin, lemon leaf and sweet orange extracts, with conditioning and energizing properties, which complete the delicate action of the formula.

milk_shake[®] illuminate **conditioning lightening oil** is easy to apply, it doesn't dry or expand during the setting time.

Ideal for those people who want a more intense lightening effect that looks natural, as well as nourishing and protecting the hair with natural oils.


Use: prepare the formula of the lightening oil just before using. Add the necessary quantity of lightening oil to a non-metallic bowl and add the oxidising emulsion with a ratio of 1:1.

E.g.: 50ml of **milk_shake**[®] illuminate **conditioning lightening oil** + 50 ml **milk_shake**[®] **oxidizing emulsion** 10-20-30-40-vol.

The choice of strength of the oxidising emulsion depends on the desired lightening result. Apply the formula to dry, unwashed hair.



10.1 fl oz 300 ml e



LIGHTENING LEVEL	CONDITIONING LIGHTENING OIL	QUANTITY OF OXIDISER	RECOMMENDED SETTING TIME
level 1	30 g oil	30 g 10 vol. 3%	15 minutes
level 2	30 g oil	30 g 20 vol. 6%	20 minutes
level 3	30 g oil	30 g 30 vol. 9%	30 minutes
level 3/4	30 g oil	30 g 40 vol. 12%	35 minutes

milk_shake®

YOUR HAIR COCKTAIL

THE ORIGINAL TREATMENT DESIGNED BY **milk_shake®**
THAT COMBINES HIGH QUALITY PERFORMANCE
WITH A PLEASANT SENSORIAL EXPERIENCE

DIRECT COLOUR COCKTAIL

A temporary conditioning color treatment that revives hair color, respecting the hair's structure without modifying it. Creates light and versatile nuances and chromatic effects, enhancing the hair's color and giving radiant color tones to the hair.

DIRECT SHINE COCKTAIL

A color-free shine-enhancing and conditioning treatment that enhances the natural or cosmetic color of the hair without modifying it. The extraordinary "mirror-effect" lasts up to 8 washes, for a natural and incredibly shiny look.

ARGAN COCKTAIL

An exclusive shine-enhancing and deeply nourishing treatment that enhances the color and splendour of healthy hair.

**YOUR HAIR COCKTAIL IN THE THREE AVAILABLE TREATMENTS
TEMPORARY COLOR, SHINE-ENHANCING AND NOURISHING
CAN BE COMBINED WITH THE ILLUMINATE TREATMENT
TO PERSONALIZE THE FINAL RESULT
AND MAINTAIN IT FOR LONGER.**

In combination with **milk_shake® quick light** it enhances the lightening treatment with the chosen shade, enhances shine and conditions the hair*.

*After having completed the lightening process with **milk_shake® quick light**, wash the hair with the most suitable shampoo, apply the chosen cocktail with the client, leave in for 10 minutes and rinse.

In combination with **milk_shake® pure pigment**, it's the ideal treatment to maintain and revive the obtained color tones (the recommended application time is 10-15 days after the treatment).

In combination with **milk_shake® illuminate conditioning lightening oil** it's the most suitable treatment to apply immediately to enhance the lightening process with unique touches of light and color.





**milk
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