

milk
shake[®]
natural
beauty

z.one concept™



milk
shake[®]
natural
beauty

EXPERIENCE BEAUTY NATURALLY

milk_shake[®] products make the most of the benefits of nature to offer dedicated solutions for all hair types. Natural ingredients such as milk and yogurt proteins and fruit extracts enhance your hair's natural beauty.

milk_shake® LOVE YOUR HAIR

Dedicated products with natural, vibrant results for all haircare and styling needs.

From cleansing to styling, each haircare step has been carefully devised to provide visible results in both the appearance and health of hair.

Products created with an awareness of their environmental impact and a solid commitment to minimising such impact by reducing sulfates, parabens and sodium chloride in the product formulas and opting for packaging and printed materials that can be recycled.

NATURE IS OUR ALLY AND WE WANT TO RESPECT IT



**milk
shake**

**whipped
cream**

leave-in foam

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types



100% milk protein
100% naturally
100% cruelty-free

200ml (7.05 fl. oz.)



**milk
shake**

smoothies

**conditioning
mask**

vanilla free

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

1.1 fl. oz. (30 ml)

powder

**milk
shake**

**conditioning
mask**

vanilla free

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

200ml (7.05 fl. oz.)



**milk
shake**

creative

**coloring
permanent color**

GLUE-FREE

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

1.1 fl. oz. (30 ml)

**milk
shake**

reproducible

**color
depositing
milk**

glue-free

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

100ml (3.54 fl. oz.)

**milk
shake**

**volume
solution**

spring

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

1.3 fl. oz. (38 ml)

**milk
shake**

color care

**color
maintaining
shampoo**

with
shea butter &
vitamin E
for softening &
moisturizing hair
and scalp
100% natural & cruelty-free
100% vegan
100% sulfate-free
100% paraben-free
100% phthalate-free
100% formaldehyde-free
100% alcohol-free
100% non-toxic
100% safe for all hair types

300ml (10.14 fl. oz.)

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NATURAL BEAUTY WITHOUT COMPROMISE

Our goal is to use natural, organic ingredients without compromising the quality of the formulas or the results.



abissinia /
crambe abyssinica



avocado /
persea gratissima



aloe vera /
aloe barbadensis



yogurt /
yogurt powder



argan /
argania spinosa



almond /
prunus amygdalus dulcis



bilberry /
vaccinium myrtillus



carrot /
daucus carota



coconut /
cocos nucifera



cranberry /
vaccinium macrocarpon



date palm /
phoenix dactylifera



grapefruit /
citrus grandis



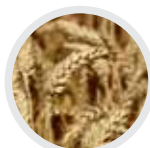
soy /
soy amino acids



strawberry /
fragaria vesca



sunflower /
helianthus annuus



wheat /
wheat amino acids



apple /
pyrus malus



cocoa /
theobroma cacao

Integrity 41* — Hydroglycolic sunflower seed extract.

SELECTED ACTIVE INGREDIENTS

Each active ingredient is selected for its nutritive and lasting aesthetic effect, for weightless hair with maximum vitality and shine.



honey /
mel



jojoba /
simmondsia chinensis



lychee /
litchi chinensis



mango /
mangifera indica



milk /
hydrolyzed milk protein



murumuru /
astrocaryum murumuru



maracuja /
passiflora edulis



peach /
prunus persica



raspberry /
rubus idaeus



rice /
oryza sativa



rose myrtle /
rhodomyrtus tomentosa



shea butter /
butyrospermum parkii



beeswax /
cera alba



hibiscus /
hibiscus sabdariffa



mint /
mentha piperita



papaya /
carica papaya



sage /
salvia officinalis



camomile /
chamomilla recutita

Amino acid complex* — Soy and wheat derived amino acid complex.

colour care
protection for coloured hair



special
beauty and wellbeing for more demanding hair



daily
daily wellbeing for your hair



leave-in treatments
shiny, conditioned hair



natural care
the sweetness of nature for nourishing hair



integrity system
restructures while maintaining colour



no frizz

anti-frizz treatments for glossy hair



argan

the beauty benefits of argan oil



curl passion

for longer-lasting, flexible curls



volume solution

unprecedented body and support



energizing blend

specific treatments for a visible
densifying effect



silver shine

the secret to beautiful blonde hair



sensorial mint
your revitalising regime
with organic mint



sweet camomile
luminosity and vibrant highlights
for blonde hair



lifestyling
the natural cutting edge of styling





colour care / protection for coloured hair

Moisturising and protective treatments for coloured hair.



colour maintainer shampoo hydrating and protective shampoo for coloured hair

Gentle cleansing shampoo for maintaining the beauty and vitality of coloured hair. Contains milk proteins for deep restructuring of the hair and the exclusive **Integrity 41*** for improving colour stability.

Recommended use: apply to wet hair, massage and then rinse. Repeat if necessary. Follow by applying the most suitable **milk_shake®** conditioner or treatment.



colour maintainer conditioner conditioner for coloured hair

Hydrating, protective and detangling conditioner for coloured hair. Milk proteins help to condition and restructure hair while the exclusive **Integrity 41*** complex improves colour stability, leaving the hair soft and shiny.

Recommended use: apply by massaging to clean, towel-dried hair. Leave in for 2 to 5 minutes. Comb then rinse thoroughly. Style as desired.



deep colour maintainer balm intensive maintenance conditioner for colour treated hair

Intensive conditioner, formulated with a concentrate of specific active ingredients for optimal retention and colour stability for treated hair over time. Exceptionally protective and detangling, exalts shininess, softness and hair vitality leaving it strong and light at the same time. Paraben free.

Recommended use: apply to clean, towel dry hair, leave in for a few minutes, comb through and rinse.

repairing hair treatment
repairing hair treatment



A deep treatment that gives strength and body to all chemically treated or damaged hair. Milk proteins and fruit extracts give the hair body and texture while the exclusive **Integrity 41*** complex improves colour stability, leaving hair soft and vibrant, healthy and radiant from the very first application.

Recommended use: apply the content of the vial uniformly onto clean, wet hair, concentrating on the lengths and ends. Leave in for 3-5 minutes. For severely damaged hair: cover the hair with a plastic cap and heat under a heat source for 5-10 minutes. Rinse then style as desired.

special / beauty and wellbeing for more demanding hair

Targeted products for specific hair needs.



deep cleansing shampoo
purifying shampoo for all hair types

Purifying SLS free shampoo, specifically designed to remove build-up caused by products, styling and chlorine. With extracts of fruit, honey and milk proteins, it deeply cleanses hair while restoring the natural moisture balance.

Recommended use: apply to wet hair, massage and then rinse. Repeat if necessary.

daily / daily wellbeing for your hair



Targeted cleansing and conditioning for beautiful hair, every day.



daily frequent shampoo shampoo for frequent use

Gentle SLS and paraben free shampoo, specifically designed to hydrate and protect hair that requires frequent washing. With milk proteins and apple juice to hydrate and protect and **Integrity 41*** to help preserve colour.

Recommended use: apply to wet hair, massage and rinse. Repeat if necessary. For improved conditioning, follow with the most suitable **milk_shake®** conditioner or treatment.



daily frequent conditioner conditioner for frequent use

Paraben free, hydrating and protective conditioner for frequent use. Milk proteins and apple juice leave hair soft, shiny, vibrant and hydrated without weighing it down, while **Integrity 41*** helps maintain colour.

Recommended use: apply to clean, wet hair, massage, leave in for a few minutes then comb, and rinse.

leave-in treatments / conditioned, shiny hair



Versatile, easy-to-use products for supple, perfectly hydrated hair.



conditioning whipped cream creamy, leave-in conditioning and protective mousse for all hair types

Deep moisturising and protective leave-in formula with milk proteins that condition and restructure the hair, leaving it soft and manageable without weighing it down. The exclusive **Integrity 41*** complex improves colour stability.

Recommended use: shake well, hold down and dispense the product. Apply to clean, towel-dried hair. Style as desired.



leave in conditioner leave-in conditioner for all hair types

Spray conditioner for naturally textured or slightly dry hair. Makes damaged hair easier to comb through while protecting the hair cortex and retaining optimal moisture balance. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalise hair making it glossy and more manageable. The exclusive **Integrity 41*** complex protects hair from UV rays, improving colour stability.

Recommended use: spray evenly onto clean, towel-dried hair, concentrating on more damaged areas. Style as desired.



incredible milk intensive 12 in 1 leave-in spray mask

For all hair types with organic murumuru butter, fruit extracts (bilberry, raspberry, papaya, mango) and milk proteins **1**. Repairs all hair types **2**. Controls frizz **3**. Prevents split ends **4**. Protects from heat **5**. Improves hold **6**. Exceptional detangling **7**. Extreme shine **8**. Gives hair body and volume **9**. Improves the effects of straighteners and/or straightening irons **10**. Protects and maintains colour **11**. Protects against UV rays **12**. Smoothes the cuticle.

Recommended use: spray onto towel-dried or dry hair. Massage and then style as desired.

natural care / the sweetness of nature for nourishing hair



The natural way to achieve deeply nourished, healthy hair.



milk mask

milk powder protein compound for dry or damaged hair

Concentrated milk protein powder mask, specifically designed for dry or damaged hair. The mask activates when mixed with the natural care fluid base. Its deep restructuring action leaves hair vibrant, strong and full of body.

Recommended use: pour 60ml of **milk_shake**® natural care restructuring base mask into the bowl and add 15g of **milk_shake**® natural care. natural care milk powder. Mix thoroughly and apply to clean, towel-dried hair. Leave in for 5-10 minutes. For deeper conditioning, apply heat. Rinse and apply a **milk_shake**® conditioner for more manageable hair.



yogurt mask

yogurt powder protein compound for natural or coloured hair

Yogurt powder protein mask, specifically designed for coloured hair. The mask activates when mixed with the natural care fluid base. Concentrates all the beneficial properties of yogurt to nourish hair and helps maintain colour.

Recommended use: pour 60ml of **milk_shake**® natural care restructuring base mask into the bowl and add 15g of **milk_shake**® natural care powdered yogurt. Mix thoroughly and apply to clean, towel-dried hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake**® conditioner for more manageable hair.



cocoa mask

cocoa powder compound for normal and thick hair

Concentrated cocoa extract powder mask, for dry, normal and thick hair.

Mixing the **milk_shake**® natural care cocoa mask with the **milk_shake**® natural care mask base concentrates the properties of cocoa. This deep hair treatment nourishes the hair shaft and improves its appearance leaving hair exceptionally glossy and full of body.

Recommended use: pour 60ml of **milk_shake**® natural care restructuring base mask into the bowl and add 10g of **milk_shake**® natural care cocoa powder. Mix thoroughly and apply to clean, towel-dried hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake**® conditioner for more manageable hair.



papaya mask
papaya powder compound for fine or dull hair

Concentrated papaya extract powder mask for fine, dry hair. Mixing the papaya powder **milk_shake®** natural care papaya mask compound with the **milk_shake®** natural care mask base concentrates the properties of papaya leaving hair exceptionally soft, glossy and full of body.

Recommended use: pour 60ml of **milk_shake®** natural care restructuring base mask into the bowl and add 15g of **milk_shake®** natural care papaya powder. Mix thoroughly and apply to clean, towel-dried hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake®** conditioner for more manageable hair.



mask base
restructuring mask base for use with mask base

Fluid restructuring base specifically formulated to be mixed with milk, yogurt, cocoa and papaya powders to create creamy, easy-to-apply masks. Enriched with avocado and rice oils, honey and fruit extracts, vitamin E and **Integrity 41*** that protects the colour against free radicals.

Recommended use: pour 60ml of restructuring base into the bowl and the powder mask best suited to the hair type and the desired result (natural care milk, yogurt, cocoa or papaya). Mix thoroughly and apply to clean, towel-dried hair, following the directions for use for the specific mask used.



active milk mask / active yogurt mask
restructuring milk and yogurt masks

Milk proteins and yogurt amino acids give strength and body while the avocado and rice oils, honey and fruit extracts and vitamin E condition the hair shaft. The exclusive **Integrity 41*** complex improves colour stability, leaving hair soft and shiny.

Recommended use: apply to clean, towel-dried hair. Leave in for 3-5 minutes, comb and then rinse.

integrity system / restructures while maintaining colour



Restructuring treatments for beautiful, healthy hair.

integrity nourishing muru muru butter nourishing pre-shampoo treatment



Nourishing murumuru butter for normal and thick hair. A unique blend for a deep treatment. Leaves hair soft, nourished and shine from the first application.

Recommended use: distribute through lengths and dry ends of hair before shampooing, massage and leave in for 3 to 5 minutes. Wash with integrity nourishing shampoo and follow with the most suitable **milk_shake®** integrity treatment.



integrity booster pre-shampoo protein treatment

Concentrated, nourishing supplement for normal and fine hair. Wheat and rice proteins make this treatment ideal for restructuring and strengthening damaged and chemically treated hair and also maintains colour. Contains organic murumuru butter with an emollient and nourishing action.

Recommended use: shake the bottle, spray evenly over lengths and dry ends then blow dry before washing with integrity nourishing shampoo.



integrity nourishing shampoo nourishing shampoo for all hair types

Organic salt and sulfate free murumuru butter improves colour stability. Instantly nourishes, conditions, hydrates, eliminates frizz and leave hair soft and shiny.

Recommended use: distribute through wet hair and massage. Rinse. Repeat if necessary.



integrity nourishing conditioner
deep nourishing conditioner

Specifically formulated to nourish and condition all hair types while maintaining colour. Contains organic murumuru butter as an emollient with a deep, nourishing action.

Recommended use: apply by massaging onto clean, towel-dried hair. Leave in for 2-3 minutes, then comb and rinse.



integrity intensive treatment
deep nourishing treatment for all hair types

The specific formula deeply nourishes hair and eliminates frizz. Seals the cuticle leaving hair soft, shiny and more manageable while maintaining colour.

Recommended use: distribute through clean hair and massage. Leave in for 3 to 5 minutes, then comb and rinse. For extremely damaged hair, cover hair with a cap and leave in for 5 minutes under a heat source. Allow to cool and then rinse.



integrity repairing hair
hair repair protein concentrate

A repair concentrate with amino acids, ideal for restructuring and strengthening damaged or chemically treated hair, leaving it soft and shiny. Contains organic murumuru butter as an emollient with a deep, nourishing action.

Recommended use: distribute through towel-dried hair, massage and leave in for 5/10 minutes then rinse.

no frizz / anti-frizz treatments for radiant hair



Banish frizz for soft, shiny, straight or curly hair.



glistening milk hydrating glossing milk for frizzy hair

Helps eliminate frizz during styling and protects hair fibre from styling tools while blow drying. Makes hair supple and easy-to-comb and helps to maintain optimal hair hydration. Contains date palm extract and crambe oil for exceptional conditioning. Maintains colour. Leaves hair soft and full of body.

Recommended use: apply by massaging onto clean, towel-dried hair. Do not rinse, comb, and style. Improves the appearance of hair and curl definition when used after styling.



glistening serum drops of shine for frizzy hair

Helps eliminate frizz during and after styling, provides heat protection and allows styling tools to glide through the hair with ease. Smoothes the hair cuticle for an exceptionally glossy look. Contains date palm extract and crambe oil for soft, manageable, easy-to-comb hair. Leaves hair soft, vibrant and full of body.

Recommended use: apply a few drops onto palms of hands and distribute through hair, before or after styling.



glistening spray glossing spray for frizzy hair

Leaves hair glossy, eliminates static and makes dry hair more manageable. Contains date palm extract and crambe oil for soft, manageable, easy-to-comb hair and helps maintain optimal hydration. Leaves hair soft, vibrant and full of body.

Recommended use: lightly spray at a distance of 20-30 cm after styling.

argan / the beauty benefits of argan oil

The precious properties of organic argan oil for hair requiring body and hydration.



argan shampoo organic argan oil shampoo for all hair types

Gentle, salt and sulfate free shampoo. Gently cleanses thanks to the unique formula with organic argan oil and wheat and rice proteins. Instantly moisturises, conditions and nourishes while counteracting frizz, leaving hair soft and shiny and maintaining colour.

Recommended use: distribute through wet hair and massage. Rinse. Repeat if necessary.



glistening argan oil oil of argan treatment oil for all hair types

Thanks to its unique organic argan formula, instantly conditions and nourishes hair leaving it soft, vibrant, with added volume and exceptional shine.

Recommended use: massage a few drops onto palms of hands and distribute through hair, before or after styling.

curl passion / for longer-lasting, flexible curls



Hydrating and defining products, specifically for curls.



curl passion shampoo shampoo for curly hair

Specifically formulated to gently cleanse curly hair while hydrating, conditioning and counteracting frizz. Apple, grapefruit and peach extracts assist curl formation and keep curls in place for longer, leaving hair supple, shiny and in great condition.

Recommended use: apply to wet hair, massage and then rinse. Repeat if necessary. For extra deep conditioning follow with curl passion mask.



curl passion mask mask for curly hair

Specifically formulated for curly hair. Deeply hydrates and conditions hair while counteracting frizz. Apple, peach and grapefruit extracts, jojoba oil and shea butter help create longer-lasting curls, leaving hair, glossy, supple and in great condition.

Recommended use: apply to clean, towel-dried hair, leave in for 3 to 5 minutes, comb and then rinse.



curl passion designer curl styling treatment

Styling treatment with sculpting and conditioning polymers to tame curls and combat frizz. Apple, grapefruit, and peach extracts coupled with sculpting and conditioning polymers boost hydration leaving hair glossy, supple and in great condition.

Recommended use: apply to towel-dried hair, massage and style.

volume solution / unprecedented body and support



The ideal solution for fine hair that lacks body.



volume solution shampoo volumizing shampoo

Gives normal/fine hair weightless added volume. Aloe vera and additional volumizing and thickening agents help to boost volume and body for a longer-lasting hairstyle.

Recommended use: apply to wet hair, massage and rinse. Repeat if necessary. For a complete treatment, follow with volume solution conditioner & styling treatment.



volume solution conditioner volumizing conditioner

Detangles and gives normal/fine hair volume, for an exceptionally light sensation. Volumizing ingredients, milk proteins and aloe vera help boost body and volume, leaving hair soft and vibrant.

Recommended use: apply and distribute evenly through clean, towel-dried hair, comb and then rinse. Follow with the volume solution styling treatment.



volume solution styling volumizing styling

Gives normal/fine hair body, definition and support. The volumizing ingredients: rice proteins, wheat, and aloe vera help improve body and volume, for a longer-lasting hairstyle. Ideal for use with both heat stylers or air drying.

Recommended use: apply to roots and distribute evenly, massage then style as desired.

energizing blend /

specific treatment for a visible densifying effect



energizing blend shampoo

hair thickener shampoo

Energizing shampoo for fine, thinning and fragile hair. Cleanses deeply but gently, respecting the scalp and hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, naturally derived glycerine, eucalyptol, panthenol and a mix of 11 essential oils.

Recommended use: apply to damp scalp and hair, gently massage applying a slight pressure with fingertips in a circular motion to enhance the microcirculation. Rinse and proceed with energizing blend conditioner and treatment.



energizing blend conditioner

hair thickener conditioner

Conditioner for fine, thinning and fragile hair. Hydrates, detangles and gives softness without weighing the hair down. Contains organic rosemary and organic sage extracts, Fioravanti balm, naturally derived glycerine, naturally derived menthol, panthenol, rice bran oil, vitamin E and a mix of 11 essential oils.

Recommended use: apply to wet and clean hair, gently massage and leave it in for a few minutes while applying a slight pressure using the fingertips in a circular motion, to enhance the microcirculation. Comb through if desired and rinse thoroughly.

energizing blend scalp treatment

hair thickener scalp treatment



An energizing and fortifying lotion to restore fullness, thickness, and luster to fine, thinning and fragile hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, arnica extract, natural camphor, hydrolyzed rice proteins and panthenol.

Recommended use: open the vial and attach applicator tip, apply to clean hair and scalp in sections. Gently massage the product into the scalp for a few minutes using the fingertips and hand palms in a circular motion while applying a slight pressure. To enhance the microcirculation. Do not rinse and proceed with styling. It is advised to use the treatment lotion (each 12ml vial contains 2 doses) twice a week for four weeks, and then use it once a week as a maintaining treatment. For an intensive treatment, use once a day.

silver shine /

the secret to beautiful blonde hair



silver shine shampoo

specific shampoo for blond or grey hair

A delicate cleanser, it contains a specific violet pigment capable of counteracting yellow tones in natural or lightened blond hair, or grey or white hair. Enriched with organic mixed berries extracts and milk proteins for shiny, soft and healthy hair. SLS and SLES-free.

Recommended use: distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results, leave in for a few minutes



silver shine whipped cream

creamy conditioning mousse for blond or grey hair

Formulated with milk proteins, organic mixed berries extracts and Integrity 41* to condition the hair whilst maintaining its moisture balance and preserving hair colour, enriched with a special violet pigment that neutralizes yellow and golden tones common in white, grey, blond or lightened hair. Gives manageability and leaves hair shiny, soft and healthy.

Recommended use: shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.

sensorial mint / your revitalising regime with organic mint

The freshness of mint for beautiful hair.



sensorial mint shampoo toning shampoo

Contains fruit extracts, mint and sage to gently cleanse hair while removing impurities, refreshing and revitalising both skin and hair. SLS/SLES and paraben free.

Recommended use: apply to wet hair, massage and rinse. Repeat if necessary.



sensorial mint conditioner toning conditioner

This formula with fruit extracts, mint and sage, hydrates and protects, leaving hair soft, vibrant, glossy and hydrated, without weighing it down—for a unique, regenerative experience. Paraben free.

Recommended use: apply to wet, clean hair, massage, leave in for a few minutes then comb, and rinse.

sweet camomile / vibrant highlights for blonde hair



The sweetness of honey and camomile enhance the colour of blonde hair, making it incredibly soft.



sweet camomile shampoo brightening shampoo for blonde hair

Gently cleanses and brightens highlights and improves shine and lustre in blonde hair. Its formula combines organic camomile extract, known for its brightening properties and organic honey, known for its nutritional benefits, for incredibly soft, silky hair with shimmering highlights. SLS/SLES and paraben free.

Recommended use: apply to wet hair, massage and rinse. Repeat if necessary.



sweet camomile conditioner revitalising conditioner for blonde hair

Softens and gently detangles, brightens highlights and improves shine in blonde hair. Its formula combines organic camomile extract, known for its brightening properties and organic honey, known for its nutritional benefits, for incredibly soft and silky hair. Paraben free.

Recommended use: apply to wet, clean hair, massage, leave in for a few minutes then comb, and rinse.



sweet camomile leave in leave-in conditioner for blonde hair

Specifically formulated for naturally textured or slightly dry hair. Its formula combines organic camomile extract, known for its brightening properties and organic honey, known for its nutritional benefits, for easy-to-comb, lustrous hair. Paraben free.

Recommended use: spray evenly onto clean, towel-dried hair. Do not rinse.

lifestyling / the natural cutting-edge of styling



Make your style naturally.



smoothing cream straightening cream / light hold

A glossing styling cream with milk proteins and lychee extract that protects and conditions without weighing hair down. Helps the brush glide through the hair effortlessly during styling and banishes frizz, while the firm-forming effect boosts humidity resistance. Also great for increasing curl definition, leaving curly hair soft and shiny.

Recommended use: dispense the necessary amount and apply by massaging onto clean, towel-dried hair. Style as desired.



shaping foam styling foam / medium hold

The flexible hold assists curl formation and keeps any style in place for longer. Contains milk proteins and lychee extract. Makes hair soft and glossy, more manageable and eliminates static. Creates volume and shape during styling. Suitable for all hair types. Gives hair body and natural control with a flexible hold, leaving hair vibrant, shiny and full of body.

Recommended use: shake well and dispense the necessary amount while pointing the dispenser upwards. Apply by massaging through clean, towel-dried hair. Style as desired.



liquid designer styling and volumizing fluid / soft hold

Light styling fluid that hydrates, conditions and gives hair body, reduces split ends and leaves hair soft, shiny and static-free. Contains milk proteins and lychee extract. Conditions hair, making it more manageable whether wet or dry and adds weightless volume. The flexible hold assists curl formation and keeps any style in place for longer with memory effect.

Recommended use: dispense the necessary amount and apply onto clean, towel-dried hair. Style as desired. Can also be used to define curls after drying hair.



sparkling glaze
defining gel / medium hold

Conditions and adds volume. Defines and supports curly hair and gives straight hair body and volume, for long-lasting suppleness and condition. Leaves hair vibrant, shiny and full of body.

Recommended use: shake well and dispense the necessary amount while pointing the dispenser downwards. Massage onto clean, towel-dried hair, from roots through to ends. Style as desired.



eco-mist styler
ecological volumizing hairspray / medium hold

Ecological hairspray that protects both hair and the environment. Resistant to changes in humidity and formulated to hold your style in place, eco-mist style adds a finishing touch to any hairstyle, with excellent hold and memory control. Versatile and fast-drying, it provides a natural-effect medium hold and leaves hair glossy and full of body.

Recommended use: spray onto hair at a distance of 20-30 cm.



hairspray
extra strong hold

Formulated to fix and maintain the styling conferring natural hold. Leaves hair shiny, healthy and full bodied.

Recommended use: mist 25-30 cm from hair till the desired fix is obtained.

milk shake[®] colour

THE WORLD OF COLOURING, SIGNED **milk_shake[®]**

The ultimate **milk_shake[®]** colour range with innovative formulas for colour services and for the health and beauty of hair. It offers a natural, creative, healthy and shiny result. Hair is visibly vital, shiny, soft and manageable with intense, bright and long lasting colours.

Purity and power of nature are expressed in a gentle hair colour- with a conditioning and protective cosmetic base that preserves the integrity of the hair, conditions the hair shaft and protects skin and hair during the colouring process.

milk_shake[®] is formulated with high quality, high purity and high stability colourants. Gray coverage is excellent with colour intensity and beauty created by the various shades of long-lasting, vibrant highlights.



milkshake
creative

conditioning
Permanent colour
SLS/SLS FREE
with 10% protein
fragrance free
and paraben free
cruelty free

3.4 fl oz 100 ml e

milkshake
Creative

Smoothies
conditioning
Permanent colour
SLS/SLS FREE
with 10% protein
fragrance free
and paraben free
cruelty free

3.4 fl oz 100 ml e

powder

milkshake
Creative

powder
conditioning
Permanent colour
SLS/SLS FREE
with 10% protein
fragrance free
and paraben free
cruelty free

3.4 fl oz 100 ml e

golden
blond

milkshake
Creative

Smoothies
conditioning
Permanent colour
SLS/SLS FREE
with 10% protein
fragrance free
and paraben free
cruelty free

3.4 fl oz 100 ml e

milkshake
Creative

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milkshake

direct colour & cocktail
the colour and shine you have always wanted



smoothies
sensorial hair colour experience



creative
endless possibilities for vibrant long lasting colour



colour specifics
essential products for the maximum expression of colour





direct colour & cocktail /

the colour and shine you have always wanted



direct colour

conditioning direct colour

Gentle and versatile cosmetic colour for simple hair colouring services with excellent results. The conditioning base is enriched with milk proteins, shea butter, argan oil and the exclusive **Integrity 41*** antioxidant complex for improved colour stability. Completely ammonia-free, it does not require the use of oxidising agents, respects the hair structure without changing it and is available in 20 intermixable shades.



direct colour cocktail

milk_shake® direct colour and the best seller, **milk_shake**® whipped cream conditioning, come together for hair colour with highlights that brighten both natural and coloured hair. The resulting lightweight and effective cocktail enhances and prolongs colour, for healthy, nourished and beautiful hair.



argan cocktail

An exclusive nourishing and glossing treatment that improves the colour of natural or cosmetically coloured hair. The synergy of the bestseller **milk_shake**® whipped cream conditioning foam and **milk_shake**® glistening oil results in a hydrating and shine-enhancing cocktail that leaves hair incredibly soft and silky.

semi_permanent & permanent colours / gentle, innovative formulas for vibrant and long lasting colours



smoothies

conditioning semi_permanent colour

milk_shake® smoothies conditioning semi Permanent colour is a delicate and treating colour without ammonia that leaves the hair shiny and rich in pigments. It is ideal to lighten a natural base, to give intense highlights, to hide the first grey hair, to make the existing colouring uniform, or to refresh it. It's conditioning base with milk proteins condition the hair structure, honey and beeswax have a treating action and increase hair shine and manageability while fruit extracts soothes and conditions the scalp and hair. Integrity 41*, a patented antioxidant complex guarantees a longer-lasting colour. This colour has a pleasant fruit, milk and honey fragrance.

Specific developers: activating emulsion and intensive activating emulsion.



creative

conditioning permanent colour

milk_shake® creative permanent colour contains conditioning and protective cosmetic base that maintains hair integrity and conditions hair shaft. It protects scalp and hair during the colouring process. Created to achieve excellent results with pure and stable high quality pigments. Concentrated formulas and high percentage of pigments guarantees a perfect grey coverage, intense reflexes and truthful, long lasting shades. Perfectly blends grey hair, gives incredible shine and vibrant colours.

Specific oxidising agents: oxidising emulsion 10 / 20 / 30 / 40 volumes.

colour specifics /

essential products for the maximum expression of colour



Specific treatments that enhance and complete the colour service.

powerful protector protective pre-colour fluid



Protects the skin from irritation and redness during technical services, prevents the skin from staining without affecting the action of the colour on the hair. **Contains:** milk proteins that have a restorative effect on the skin; glycerin, that restores moisture and help maintain skin hydration; aloe vera juice, that has a calming, anti-redness and soothing action; avocado oil, an emollient that keeps the skin soft and supple; camomile extract with a calming, soothing and emollient action.

Recommended use: apply evenly onto skin before the technical service.

pro colour equalizer pre-colour equalizer



Equalizes and strengthens the hair structure before the colour treatment and guarantees even colour distribution. **Contains:** Biogenius Technology* for restructured hair and a lasting, deep, brilliant colour; milk proteins for a highly complementary and conditioning action on the hair structure; moisturising agents hydrate and protect hair leaving hair fibre soft, radiant and manageable; panthenol strengthens, conditions and protects hair while giving it body.

Recommended use: spray liberally onto lengths and ends before each colour service.

acid colour sealer acidified and post-colour



Specifically formulated to close the cuticle after each technical service and to lock in colour. **Contains:** Biogenius Technology* for restructured hair and a lasting, deep, brilliant colour; milk proteins have a highly complementary and conditioning action on the hair structure; moisturising agents hydrate and protect, leaving hair fibre soft, radiant and more manageable; aloe vera juice leaves hair soft and conditioned.

Recommended use: apply evenly to hair after thoroughly rinsing the colour while avoiding contact with the skin. Leave in for 3 minutes then wash with a colour sealing shampoo, without prior rinsing.



instant remover stain remover fluid

Eliminates any colour residue from the skin with a gentle and effective stain removing action, leaving skin clean, soft with no redness. Contains: milk proteins and aloe vera juice for a combined emollient, soothing and skin hydrating action.

Recommended use: gently pass a cotton pad soaked in product over affected areas without rubbing. Shampoo hair.



colour sealing shampoo after-colour shampoo

Gently cleanses by locking in cosmetic colourants, for longer-lasting colour and improved shine. **Contains:** Biogenius Technology* for restructured hair and a deep, long-lasting vibrant colour; a blend of gentle surfactants wash the hair while protecting the hair fibre; milk proteins have a highly complementary and conditioning action on the hair structure; glycerin restores moisture and helps maintain hair hydration.

Recommended use: apply after using the acid colour sealer, massage and then rinse. Repeat if necessary. Follow with the colour sealing conditioner.



colour sealing conditioner after-colour conditioner

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour and improved shine. Contains: a mix of milk proteins, vitamins, emollient, conditioning agents and a film-forming agent for the maximum expression of colour and soft, shiny hair.

Recommended use: apply to clean, towel-dried hair, leave in for a few minutes, comb and rinse.

colour specifics

Small details lead to exceptional results.



deep colour complex additive for hair colour services



Additive for technical hair colour services, specifically formulated to improve intensity, coverage and duration of colour, while favoring the protection and conditioning of the hair during the technical service. Paraben / silicone free. For professional use only.

Recommended use: prepare the colour following the instructions on the packaging; add 3 ml of additive for every 50 g of colour. Proceed with the colour service as usual.

safe lightener complex additive for hair lightening services



Additive for technical hair lightening services, specifically formulated to restructure and condition the hair during the technical service, favoring and at the same time improving the lightening process. Paraben / silicone free. For professional use only.

Recommended use: prepare the lightening mix by following the instructions on the packaging; add 5 ml of additive for every 30 g of lightening powder. Proceed with the technical service as usual.



**milk
shake**[®]
natural
beauty

z.one concept[™]

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MADE IN ITALY

