

# milk shake®

MEET THE  
NEW RANGE  
*flower power*  
100% VEGAN

July / August 2023

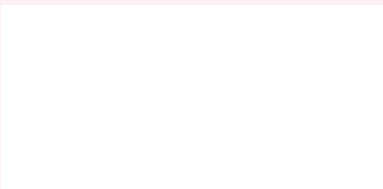
UPDATE YOUR SCALP CARE  
HAIRCARE ROUTINE

GET TO KNOW  
CREATIVE

CELEBRATING OUR  
milk\_shake®  
FAMILY

*time to  
Shine* ✨ ✨

Your local milk\_shake® distributor is:



### PROMOTION OF THE MONTH

JULY / K-Respect Heroes  
AUGUST / Energizing Heroes

For more info on these special offers and other promotions see insert >>>

Please follow us  
on **Facebook** and **Instagram**  
**@milkshakehairuk**  
**milkshakehaircare.co.uk**  
**milkshakehairacademy.co.uk**



# Indulge your hair this Summer one flower at a time with our brand new milk\_shake *flower power* range!



**Take care of your hair** with this **sweet smelling floral range** that embraces nature and leaves your hair protected against colour fading and feeling super soft.

## OUR FORMULAS CONTAIN HIGH PERFORMING PLANT-BASED INGREDIENTS



**Soy proteins:** repair damaged hair  
*\*replaces milk proteins*



**Moringa oleifera extract:** a superfood with amazing emollient and hydrating properties for the scalp and hair



**Integrity 41®:** gives hair shine and helps to protect hair colour over time. Hydroglycolic sunflower seed extract, rich in antioxidant polyphenols.



THE PERFECT HAIRCARE ROUTINE FOR **COLOUR-TREATED HAIR** TO KEEP YOUR HAIR AS FRESH AS A DAISY THIS **SUMMER**

### TOP TIPS TO FIGHT COLOUR FADE

- 1 Use a shampoo & conditioner specifically designed for colour-treated hair.
- 2 Reduce your use of heat tools on your hair or make sure to always use our thermo-protector before styling.
- 3 Add a leave in conditioner into your haircare routine for extra nourishment.

## MEET THE NEW RANGE *flower power*



**colour care shampoo**  
flower fragrance  
hydrating and protective shampoo for colour-treated hair



**colour care conditioner**  
flower fragrance  
conditioning cream for colour-treated hair



**incredible milk**  
flower fragrance  
12 effects leave in treatment for all hair types



**leave in conditioner**  
flower fragrance  
no rinse conditioning spray for all hair types

## HAIR LOSS AWARENESS MONTH

Professional products with specific active ingredients that energize thin, weak and fragile hair to improve your hair's vitality and appearance, and enhance your quality of life. **A new invigorating experience for scalp and hair.**

### SCALP MASSAGER STEP-BY-STEP ROUTINE



scalp massager  
THE BENEFITS

1. Increases blood circulation to the scalp
2. Exfoliates and removes build up
3. Promotes hair growth
4. Reduces tension and gives a sense of relaxation

#### IN THE SHOWER



Wet your hair and apply milk\_shake® energizing blend shampoo.



Work the scalp massager over the head in small circular movements, applying slight pressure.



Continue to massage as you rinse out the shampoo.



Condition with milk\_shake® energizing blend conditioner and complete your routine.

#### WITH THE ENERGIZING SCALP TREATMENT



Apply milk\_shake® energizing blend scalp treatment to the scalp after your cleansing routine. **For best results apply in the evening.**



Work the scalp massager over the head in small circular movements, applying slight pressure.



Do not rinse and proceed with styling.



For best results, use at least twice weekly.

“I tell my clients it's like a Berocca for the hair follicle!”

Samantha, Essex

# GET TO KNOW CREATIVE

Meet our permanent colour range that offers 100% white coverage.

**COLOUR GUIDES**  
Ask your Sales Consultant about our **Feature & Benefits Cards** for detailed tips on using our colour ranges.



**NO NASTIES**  
SLES & Paraben Free

**BLONDES**  
The high lift shades guarantee balanced, shiny blondes



**GET CREATIVE**  
All shades are mixable; they allow for the creation of infinite tones

**100g TUBE**  
1:1.5 mixing ratio  
5vol, 10vol, 20vol, 30vol, 40vol



**EASY TO USE**  
Simple to use, classified with the international numbering system

**BOOST LIFT**  
Contains a clear booster, to be combined with the different shades for increased lightening/grey coverage & colour correction

**SHIELDS**  
Offers UV protection to the hair



**TONAL**  
The range is subdivided into 19 tonal series

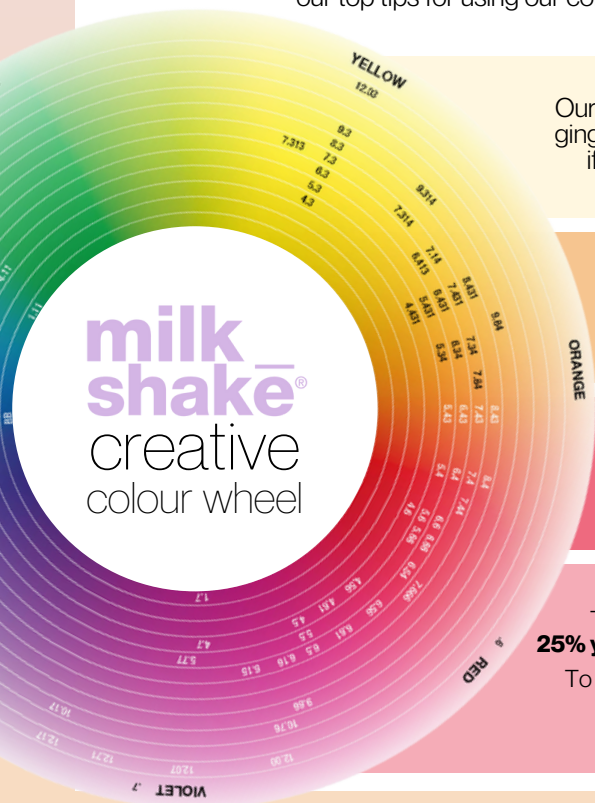
**CORRECT**  
The correctors (special series) can be mixed with the entire range



**128 SHADES**  
With so many shades our creative permanent range is super versatile.

## Create THE PERFECT Coppers

2023 has seen **COPPER** trends hitting our feeds, we know selecting that perfect hue can be challenging, so here are our top tips for using our colour wheel to make sure your results are **PERFECT** every time.



Our **yellow coppers** are perfect for creating natural ginger results on the hair, choose **7.34, 8.34** or **5.34** if this is the tone your clients want to achieve.



Our **orange coppers** are the classic bright copper shades to give burnt orange results. For this tonal shade pick **8.43, 7.43, 6.43** or **5.43**.



For gorgeous flaming coppers, we recommend choosing our **red coppers** and selecting **8.4, 7.4, 6.4, 5.4** or **7.44** depending on your chosen depth.



**TOP TIPS**  
To create a more ginger tone with your copper, you can add up to **25% yellow creative special** or up to **10% gold illuminate pure pigment**.  
To create more peachy copper use up to **25% .6 creative metallic**.  
To create a chestnut copper add up to **25% brown illuminate pure pigment**.



# CELEBRATING OUR **milk\_shake**® FAMILY



## Carolyn Sweeney

Kin Connect, Chichester

**Nominated** for the **Educator of the Year** at HJ's British Hairdressing Business Awards 2023

"I still can't believe it! The awards are so respected across the industry, so just to reach the finals is a huge honour. I'm up against some incredible competition but I just hope that the judges see my drive and passion. Winning the award could change my life – I'm keeping everything crossed!"

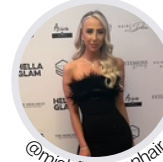


## The Hair Base

Gortleston, Great Yarmouth

**Nominated** for **Best Digital Salon, Best Local Salon, Best Customer Service & Ultimate Salon** in The Salon Business Awards 2023

"The Hair Base is taking strides forward to raise standards across the industry, so we're delighted to be listed as finalists in four categories at this year's awards. After a jam-packed launch campaign we have unveiled our new brand **milk\_shake**. So far the feedback from staff and clients has been amazing and we are so excited for the future. Watch this space!"



## Miah Flanagan

Infallible Salon, Manchester

**Winner** of the the **North West and National Best for Blonde Award** at The UK Hair and Beauty Awards 2023

"I'm absolutely over the moon to win the award, blonding is my passion and I absolutely love it! **milk\_shake** is what I use on all my blondes and the results are always phenomenal!"



*time to shine*

Tag @milkshakehairuk Include #milk\_shake #milkshakehairuk



**GLOSSY PINK LOCKS**  
@lottie1creations Chichester

### FORMULA:

Toned using milk\_shake the gloss in shade 9.17 + 10% illuminate pure pigment in shade violet



**GOLDEN BLONDE**  
@beckimai.stylist Hinckley

### FORMULA:

Lightened with decologic level 9 & black lightening cream, toned with smoothies in shades 10.07 + 9.07 + 10.11 + pink grapefruit



**BOLD & FIERCE**  
@lucyjaynecreatives Hull

### FORMULA:

Roots: creative colour in shade 6.4  
Ends: smoothies in shade 7.44 + 10g illuminate pure pigment in shade orange



**CREAMY BLONDE**  
@hair\_by\_ize Broadstone

### FORMULA:

Toned using milk\_shake smoothies in shades 10.17 + 10.07 + powder



**RED HAIR GOALS**  
@seanmarshallhair Glasgow

### FORMULA:

Coloured with creative colour in shades 6.61 + 6.56 + 10% illuminate pure pigment in shade red. Followed with direct colour in shades deep red + eggplant



**DARK CHOCOLATE**  
@hairbyzo.x Southampton

### FORMULA:

Coloured using creative colour 3/4 1.11 + 1/4 1.0 with oxidizing emulsion 5 vol



**CANDY PINK**  
@clairebaker\_chaires March

### FORMULA:

Pre-lightened using decologic level 9, then toned using milk\_shake smoothies in shades pink grapefruit + lavender



**DREAMY PEARL BLONDE**  
@geolizabethhairx Manchester

### FORMULA:

Lightened with decologic level 9 & toned with our icy blond 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 get support from other milk\_shake users. Join our online **Academy** for **FREE access** to **product knowledge, training manuals and social media support**, as well as the latest **milk\_shake® news**.

Join our



online academy