

Your local milk\_shake® distributor is:

### WHAT'S ON OFFER?

This month we're bringing you brand new sizes of our much-loved instalight range, brand new smoothies shades and even more exciting offers!

For more info on our special offers and

launches see insert >>>

#### Please follow us

on Facebook and Instagram @milkshakehairuk milkshakehaircare.co.uk milkshakehairacademy.co.uk





# NEW Education 2024

New year, new team - We are excited to introduce the newest members of our **Education Team for 2024**. **Elise Sharpe** and **Aimee Hughes** are both admired within our industry for influencing and coaching stylists and salons in their local areas and across the UK. We are delighted to be offering their most **sought-after courses** as part of our **education programme** across the UK, so that we can bring these training styles closer to you.



#### **ELISE SHARPE**

Elise is a passionate Educator and stylist based in Hampshire. She has been hairdressing for 14 years & working as a milk\_shake® Educator for the past 10 years. Elise specialises in 'Lived in Colour' and 'Reverse Balayage' & has a great love for hairdressing, a passion for teaching new skills and is dedicated to helping others master the world of hair colour.



#### **AIMEE HUGHES**

Aimee has 18 years experience in the hair industry. She opened her own gender neutral studio in 2021 and is passionate about helping others feel like their true selves. Aimee loves to help other stylists find the confidence in using a razor. She particularly likes working with blondes, brights, shag cuts and mullets.



with ELISE SHARPE

"Lived-in blonde is absolutely transforming the hair colour scene! It's gaining massive popularity because it lets clients rock a bold, impactful look without the fuss. As someone who specialises in the 'lived-in' style, my passion is enhancing the natural beauty of your hair, whilst keeping it low-maintenance."



REVERSE BALAYAGE with ELISE SHARPE

"If you want to level up your blonde clients with a chic balayage transformation, I've got you covered! Discover my seamless method for transitioning from rooted blonde to a stunning, effortless and gorgeous balayage look."



with AIMEE HUGHES

"During the course, we will cover everything you need to know to create the perfect shag cut. By the end of the workshop, you will have the knowledge and confidence to create these stunning modern cuts that will leave your clients feeling cool and confident!"



LIGHT IT UP WITH DIRECT DYES

#### with AIMEE HUGHES

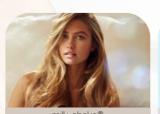
This workshop is designed for stylists who want to master the art of direct dyes, and review the latest trends using these colours. The session will incorporate melting techniques, creating seamless blends and bold, block colouring that gives high impact and vibrant results!

# WHAT ELSE is new for you



GET COLOURED

This session takes you on a whirlwind tour through the vibrant spectrum of milk\_shake®'s colour families and lightening products. This session will give you the base knowledge you need to embark on your journey with milk\_shake®.



BALAY, BLEND & TONE

Understand the theory behind balayage and ombré techniques, seamless blending,

seamless blending, time-saving techniques, and understanding the perfect tonal result. This course gives you the chance to practice what you have learnt in a hands on workshop on mannequin heads.



FOIL PERFECTIONIST

In this session, you'll grasp the fundamentals of foil highlighting, explore lowlights, creating depth and dimension, as well creative colour placement. Learn several methods for foiling as well as how to create soft blends and toning advice to create the perfect finish.



STYLE MASTER

Dive into the world of texture and discover how to transform ordinary hair into a stunning canvas of waves, curls and movement. Experiment with different textures to add height, width, dimension, and endless personality to your styles.



MASTERING THE TRENDS

This session follows the current seasonal trends. Learn how to create the season's must-have looks from the ground up. From complimenting your cut with bespoke colouring techniques to styling, you will leave empowered, motivated, and ready to transform clients in-salon.

These courses are delivered by our incredible **Master Educators** and concentrate on **product knowledge**, **techniques** and how to **utilise our technical lines** for stunning results.

Speak to your local milk\_shake® distributor to find out dates and times for all our courses in your local area.

# #GLASSHAIR IN AN INSTANT!

# UPGRADE YOUR BLOWOUTS WITH INSTALLIGHT

milk\_shake® INSTA.LIGHT is the ultra-fast lamination treatment that, in just a few steps, gives hair mirror-like shine and lasts up to 3-4 washes. Discover the NEW SIZES of our INSTALIGHT products for soft, beautiful, shiny hair

- Extreme shine glass hair that visibly reflects light
- Contains hyaluronic acid to hydrate hair, making your colour more vibrant Body & shine hair looks fuller, shiny and is super soft



## THE ULTIMATE IN-SALON SERVICE

SAVE AT THE BACKBAR WITH THE NEW SUPERSIZE INSTALLOTION 500ML WATCH THE FREE TUTORIAL

SCAN TO WATCH NOW





with male production. Equipments solid and freel confession.

### **CLIENTS CAN MAINTAIN THEIR RESULTS WITH** OUR NEW AFTER CARE SELECTION

INSTALLIGHT SHAMPOO Available retail sizes: 300ml W, 10ml

It gently cleanses and makes hair easy to comb, leaving it soft and shiny. Formulated with fruit extracts that provide vitamins and precious minerals, giving elasticity and making the hair stronger.

INSTALLOTION Available retail sizes: 250ml, 100ml

088

liquid mask for instantly glossy, silky hair A treatment with hyaluronic acid that in just a few seconds detangles and hydrates the hair, giving instant shine and removing frizz. Its liquid texture is as light as water and easy to apply, smoothing the hair's porosity and closing the hair cuticles. Ideal for colour-treated, chemically-treated or dry hair.



## G NEW MOKA SHADES

alette that completes the milk\_shake® smoothies range with a new series of browns. **MOKA** is the 6 NEW shades with .8 tones, recommended for base levels 3 or lighter, to create intense, deep brown shades.

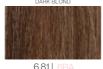




481



6.88 | 6BE





7.8 | 7B MOKA MEDIUM BLOND



8.811 86



MATTE BROWN WITH COOLER TONES COMPARED TO CHOCOLATE SHADES

moka brown is a colour palette that imitates creamy coffee, cappuccino or iced coffee, accentuating colour with **neutral** or **cool tones** according to the target shade.

WITH A **DELICIOUS CHOCOLATE** SCENT



Create this sumptuous mocha-inspired look with ou new moka smoothies shades



#### SCAN TO WATCH NOW

Enjoy free access to the 'Moka Bob' course, worth £4.95, when you purchase the smoothies moka launch promotion.





# IN THE



In November we were honoured to have been able to attend the British Hairdressing Awards 2023 to support Global milk\_shake® Ambassador Andrew Smith, who had qualified as a Finalist in this year's awards for the **Southern Hairdresser of the Year** category.

Andrew created an outstanding collection and we are incredibly proud of him for reaching the finals. This alone is a huge achievement, with only 6 stylists making it into this category.

Sadly Andrew didn't get to take home the trophy this year but we can't wait to see what he creates in his 2024 collection.

We are super proud to announce that our Ambassador **Shelley Lane** has her very own documentary! The BBC have been working with Shelley for the past year, following her **behind the scenes** when filming her incredible Avant Garde collections and travelling around Europe for extravagant hair shows.

Tune in on BBC iPlayer to get a glimpse of life in the fast lane as an Extreme Hairdresser.





Tag @milkshakehairuk Include #milk\_shake #milkshakehairuk



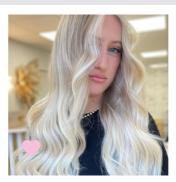




ICY BLONDE BOB @shubs.hairdesign Opevon



**BUBBLEGUM PINK** @thehairhutfife Scotland



**BLONDE GOALS** @hair\_by\_chloepassmore Devon @stonelilyhairdressing Launton



**COPPER COWBOY** 

#### FORMULA:

No toner needed! milk\_shake® icy blond shampoo & conditioner was used to tone after lightening

#### FORMULA:

Pre-lightened, then toned using milk\_shake® smoothies in shade raspberry

#### FORMULA:

Pre-toned using milk\_shake® icy blond shampoo & then toned using milk\_shake® smoothies in shades pearl + 10.13

#### FORMULA:

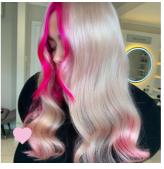
milk\_shake® creative permanent colour in shades 6.56 + 6.54



**GOLDEN GLOSSY BOB** @sarahcatherinehairstylist PDevon



**GINGER SPICE** @hairbykinght\_ P Bristol



POP OF PINK @hairbyholly\_w Pontypridd



SUNKISSED GODDESS @laurapotterhair Portsmouth

#### FORMULA:

Lowlights & root smudge: milk\_shake® the gloss 30g 7.8, 5g 6.1 + 5g 6.3. Toned: ½ 9.07 + ½ 9.08

#### FORMULA:

Roots: milk\_shake® creative 7.34 + 7.44 + yellow. Ends: alternate between 7.44 + yellow and 7.34

#### FORMULA:

Pre-lightened & then toned using smoothies in shades 10.117 + 9.13, then direct colour in shade fuchsia for the pink pop

#### FORMULA:

Toned using milk\_shake® the gloss in shades 1/2 9.117 + 1/2 10.81 a dash of NEUTRAL



milk\_shake® HAIR '/ rofessionals 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 letest will be lete

