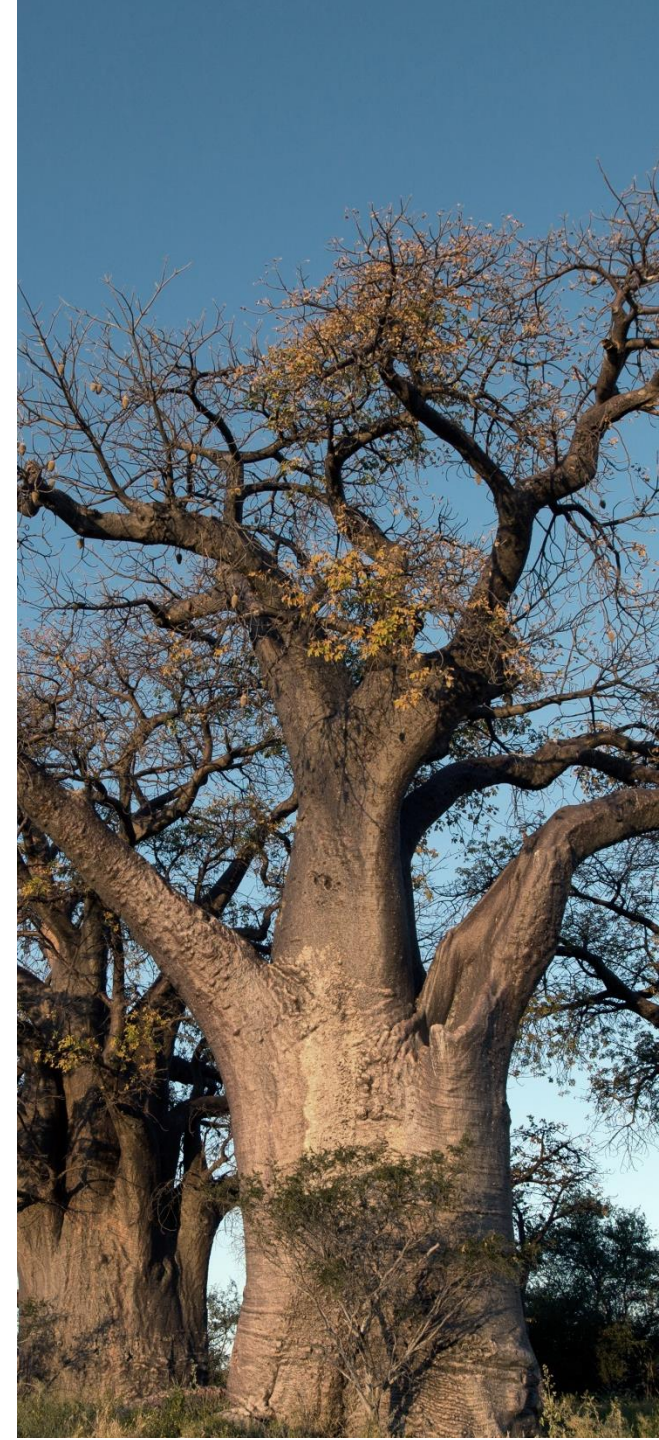


milk
shake[®]
creative

conditioning permanent colour

**NEW SHADES IN A NEW
FAMILY. INSPIRED BY WOOD
FROM THE LAND THEY
REPRESENT**





AFRICAN WOOD

**milk
shake**[®]
creative

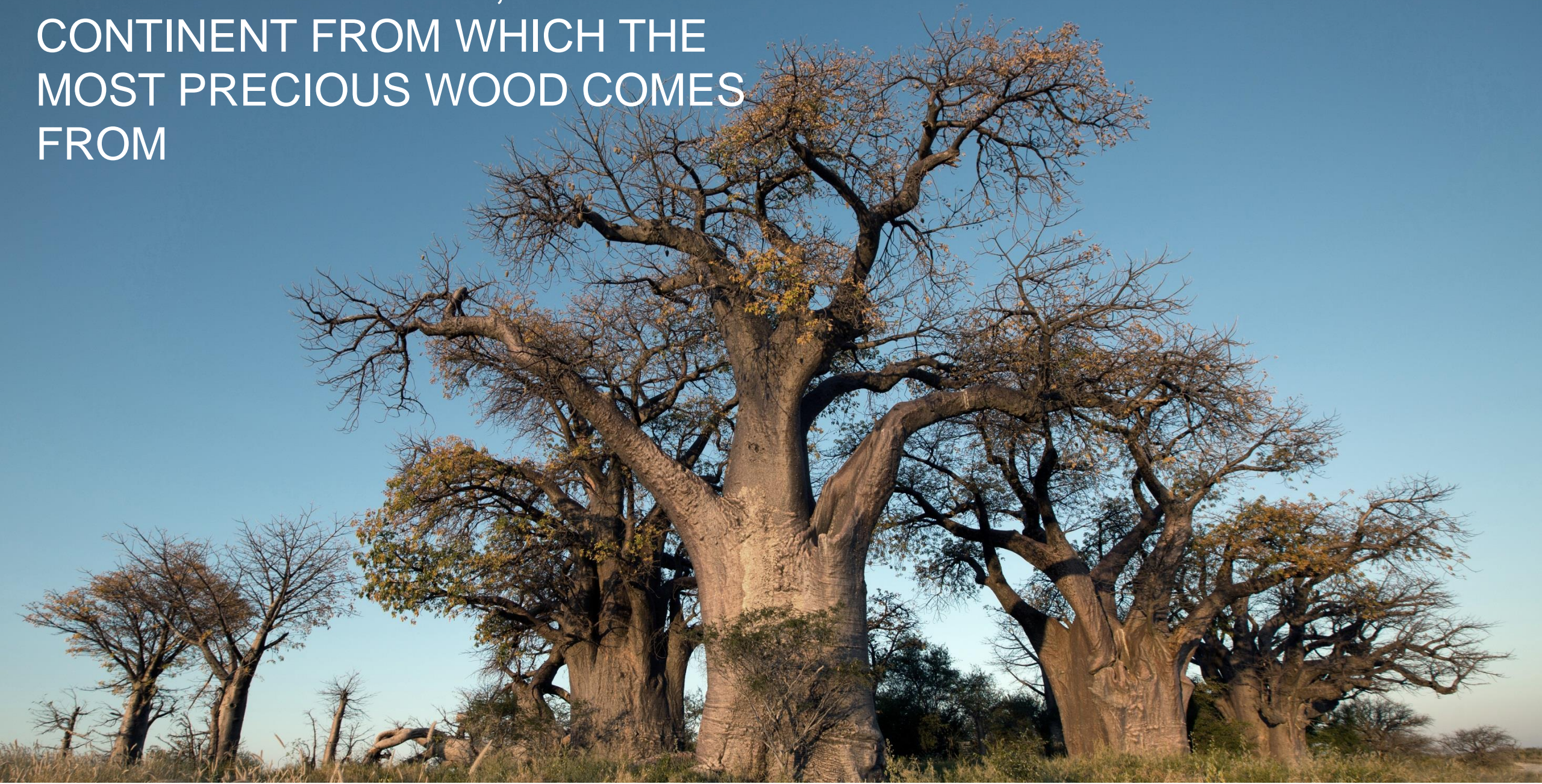
A collection of natural ingredients in wooden bowls on a dark wood background. The ingredients include white peppercorns, dried green herbs, saffron threads, red paprika powder, yellow turmeric powder, white peppercorns, light brown powder, green herbs, cinnamon sticks, and a star anise.

THE TIMELESS BEAUTY OF WOOD

THE THOUSANDS OF SHADES OF BROWN AND BLOND
HAIR COLORS INSPIRED BY THE NATURAL TONES OF
WOOD

**milk
shake**[®]
creative

INSPIRED BY AFRICA, A WILD
CONTINENT FROM WHICH THE
MOST PRECIOUS WOOD COMES
FROM





THE TIMELESS BEAUTY OF WOOD

milk_shake® creative conditioning permanent colour and the new AFRICAN WOOD series, inspired by wood and the infinite colors that only nature can give.

5 NEW SHADES COLD AND NEUTRAL BROWN TONES THAT CAN HAVE VIOLET OR RED TONES DEPENDING ON THE LIGHT



african
walnut



teak



iroko



african
olive



pink
ivory



THE TIMELESS BEAUTY OF WOOD

3.87 **AFRICAN WALNUT** . dark brown chestnut violet

5.88 **TEAK** . light brown intense chestnut

6.8 **IROKO** . dark blond chestnut

7.8 **AFRICAN OLIVE** . medium blond chestnut

9.86 **PINK IVORY** . very light blond chestnut red

PERMANENT HAIR COLOR THAT GUARANTEES EXCELLENT RESULTS WITH ITS INNOVATIVE FORMULA:

- _ a protective cosmetic base
- _ high quality pigments
- _ endless combinations
- _ radiant, shiny color
- _ sublime shine
- _ long-lasting





milk_shake[®] creative permanent colour results are guaranteed by:

- _ milk proteins with a replenishing action
- _ sunflower seed oil with an emollient action that gives manageability
- _ natural honey with soothing and protective actions for the scalp, conditioning for the hair shaft
- _ blueberry extract with an antioxidant and protective action
- _ conditioning and hydrating agents that give softness and manageability
- _ amino acid complex, plant keratin with 18 amino acids from wheat and soy with a nourishing action that strengthens the hair, improving the structure of the hair for healthy, vibrant shine
- _ UV filters with protective and “anti-color-fading” action
- _ pleasant honey fragrance



AN INCREDIBLE PROMOTION

At the end of the color treatment, give the **color card** to the client that gives them **two milk_shake®** YOUR HAIR COCKTAIL treatments at a special price

The discount is available for 2 months from its activation and must be used on a different day from a color treatment in the salon.



ADVANTAGES

The client, who has her hair colored every 30-40 days, will come to the salon twice more in the space of two months. On that occasion, as well as a blow-dry, the hairdresser can suggest other treatments.

Its a tool to convince the client to come back to the salon between coloring treatments to revive their hair color and give shine to their hair.



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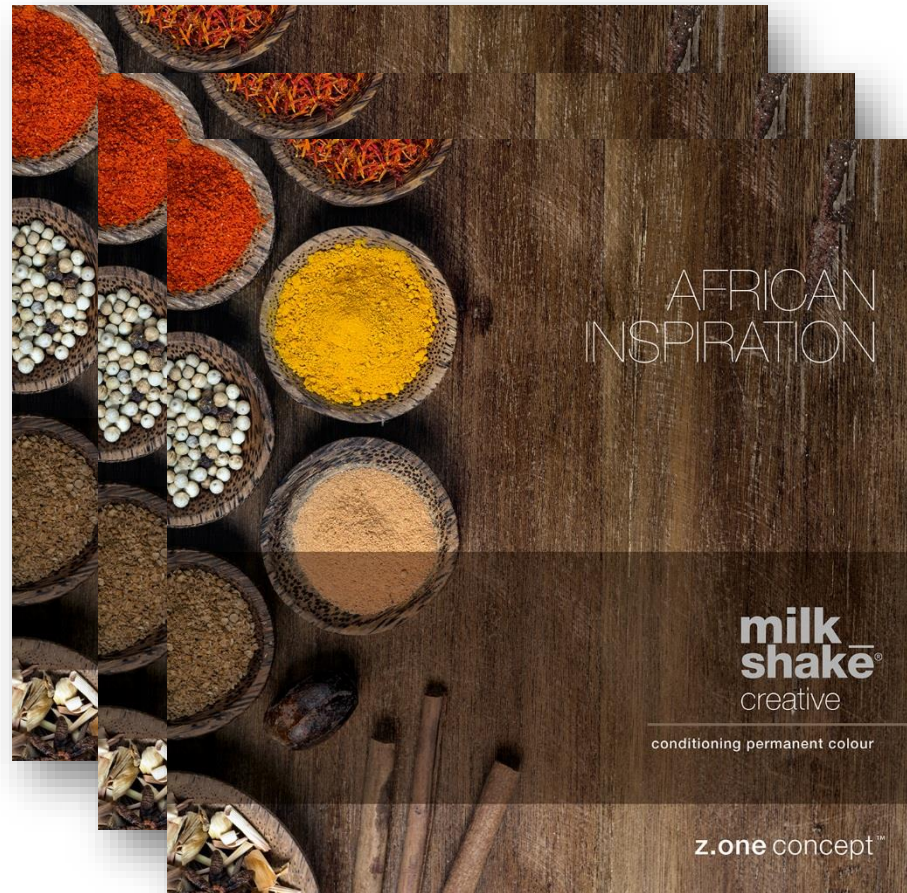
MARKETING MATERIALS

**milk
shake**[®]
creative

CATALOGUE



CLIENT BROCHURE



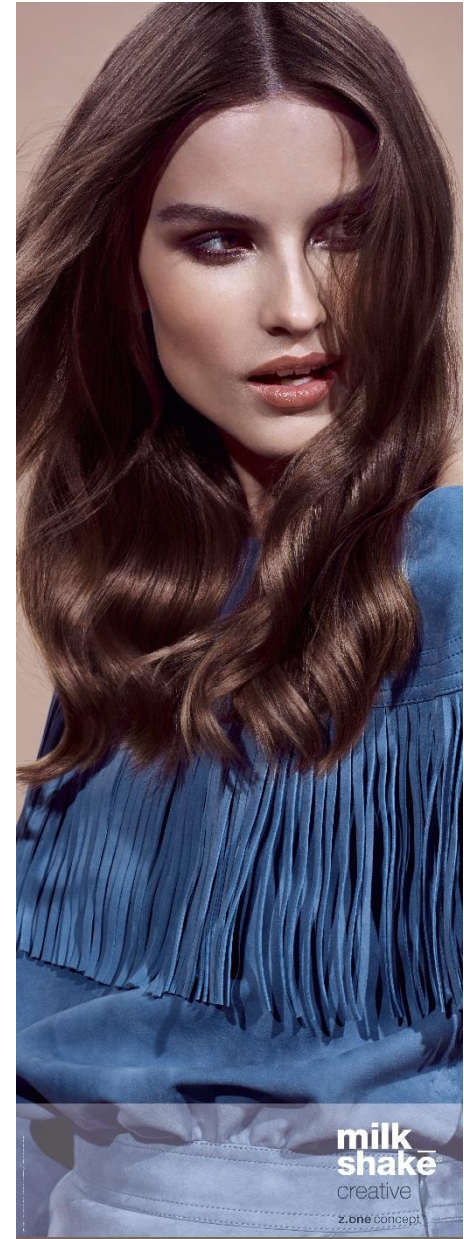
COLOR CHART



PRINTED COLOR CHART



2 POSTER KIT



5 TUBE KIT

