



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

**A new lightening process during styling
that enhances the haircut and gives depth to color**
in just a few minutes, using a flat iron on dry hair,
with instant results.

**IDEAL IF YOU WANT
A DELICATE ILLUMINATING EFFECT
ON YOUR HAIR**

The result is natural highlights
and shiny hair achieved with the active ingredients
within the formula.

- / **HYDROLYZED KERATIN**, ideal to replenish and strengthen the hair, giving greater structure, conditioning, and deep protection.
- / **PANTHENOL**, hydrating, regenerating, conditioning, ideal to give hair a healthier appearance.
- / **THERMO-PROTECTOR**, protecting the hair fibre during straightening and protecting hair color.

milk_shake® illuminate **quick color light**

The new tone enhancing styling process that enhances any haircut or hairstyle with infinite chromatic effects in just a few minutes, using a flat iron on dry hair, with instant results.

IDEAL TO CUSTOMIZE A HAIRCUT WITH CREATIVE CHROMATIC EFFECTS

The result is playful color and glossy hair achieved with the active ingredients within the formulas.

- / HYDROLYZED KERATIN**, ideal to replenish and strengthen the hair, giving greater structure, conditioning, and deep protection.
- / PANTHENOL**, hydrating, regenerating, conditioning, ideal to give hair a healthier appearance.
- / THERMO-PROTECTOR**, protecting the hair fibre during straightening and protecting hair color.



milk_shake® illuminate **light touch**

A delicate lightening treatment
that gives natural results.

**IDEAL FOR MORE INTENSE
LIGHTENING EFFECTS
WITH A NATURAL OMBRÉ EFFECT**

The result is a sun kissed look
and healthy hair achieved with the active ingredients
within the formula.

- / **PLANT OILS**, excellent emollient ingredients that are protective, nourishing and conditioning on the hair.
- / **FRUIT EXTRACTS**, with conditioning and energizing properties.



**Want nourished,
glossy hair?**

Combine your lightening
treatment with a **milk_shake®**
cocktail treatment, ideal to give
hair color tones, to nourish
and give shine to your hair.

**ASK YOUR HAIRDRESSER
FOR THE MOST SUITABLE
TREATMENT FOR YOU.**



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