



**milk
shake[®]**
the gloss
c o l o u r

demi hybrid system

z.one concept[™]



milk
shake[®]
the gloss
c o l o u r

is the brand new ammonia-free
oil-based acidic hair colour
that gives hair rich colour tones

*a treatment for hair
full of colour and shine*

that gives hair a healthy appearance
and natural-looking colour tones, for perfect hair colour

**milk
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it's not just colour.

it's a treatment that nourishes
and conditions the hair
with its naturally-derived ingredients,
making hair more and more beautiful
with each application, for perfect hair colour
and healthy, glossy hair.

**Our choice of specific ingredients
for milk_shake[®] the gloss colour:**

/ hyper-fermented
prickly pear extract

rich in concentrated antioxidants obtained
from fruits of Italian origin. The green cutting-edge
technology of hyper-fermentation applied to the
prickly pear results in an enhanced
phyto-complex. This makes it as natural as
possible as well as safe, but also sustainable,
because we recover parts
of the fruit that would otherwise be lost.



/ amino acid complex

an exclusive plant amino acid complex
derived from wheat and soy, which restores
the natural components of keratin in the hair,
for strong, shiny and soft hair.



/ organic blueberry extract

nourishes scalp and hair, supplying phytonutrients
with precious protective, toning and
emollient properties, for shiny, healthy hair.



/ sunflower seed oil

wraps the hair like a veil, strengthening the cuticle
and restoring shine in dry and damaged hair.





- / *tones* without modifying the natural hair colour
- / *improves* the condition of damaged hair
- / *boosts* colour-treated hair and lightened hair, giving the desired colour tone result
 - / *hides* greys up to 50%
 - / *lasts* 15-20 washes

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*is different
to a traditional
ammonia-free
semi-permanent colour*

because its acidic pH guarantees
a shiny and long-lasting final effect on the hair.
This makes it suitable for damaged hair too,
because it visibly improves its structure
after each application.



milk_shake® the gloss colour is a product suitable for those who want to approach the world of colouring; those with natural, untreated hair that do not want to change its colour, but only give it extreme shine and conditioning; those with colour-treated hair that want to keep an intense colour tone; those who lighten their hair and need to correct or enhance a colour tone. The synergy with other products from the **milk_shake®** line allows **the gloss colour** to create new services that give shine and enhance all hair types.

Ask for the most suitable service for your hair:

› colour gloss

to tone, modify or intensify the colour tones of colour-treated or lightened hair.

› hd shine

enhances natural, untreated hair or colour-treated hair, giving intense shine without adding colour.

› gloss and colour

the synergy with **milk_shake®** smoothies **gives grey coverage** for a complete colour treatment that's also ammonia-free.

› hd colour

for intense and customised hair colour.



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