

# milk\_shake® colour specifics

## Why is colour specifics important?

The range offers full support that starts with protection and ends with longer lasting results. The colour specifics family lowers the pH level of the hair down to an acidic state, to lock in colour molecules and protect them, ensuring long lasting, shiny colour. This family should be used after every colour service.

## How does it work?

Using Biogenius technology, colour specifics acts in an intelligent and multifunctional way; on the cortex, between the cuticle scales and on the surface, ensuring a complete transformation of the hair from the inside out. Active ingredients bind themselves to the hair fiber and form a protective and long lasting film around the hair, that allows the colour to remain stable and vivid, shampoo after shampoo.



### colour sealing shampoo pH 4.0 - 4.5

Gently cleanses by locking in cosmetic colourants, for longer-lasting colour and improved shine.



### colour sealing conditioner pH 3.0 - 4.0

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour and improved shine.



### powerful protector

Protects the skin from irritation and redness during technical treatments and prevents the skin from staining without affecting the action of the colour on the hair.



### pro colour equalizer

Equalizes and strengthens the hair before colouring and guarantees even colour distribution.



### acid colour sealer pH 2.8 - 3.4

Seals the cuticle after colouring to lock in the colour.



### instant remover

Equalizes and strengthens the hair before colouring and guarantees even colour distribution.



### colour split

Creates a protective barrier to allow for the overlapping of different shades without staining or smearing.

## colour specifics intro

From the technical research laboratories of milk\_shake® comes colour specifics, a range of specialised products that are formulated exclusively for the professional colourist. This intro package contains our full colour specifics range.

|                                   |   |
|-----------------------------------|---|
| colour sealing shampoo 1000ml     | 1 |
| colour sealing conditioner 1000ml | 1 |
| pro colour equalizer 250ml        | 1 |
| acid colour sealer 200ml          | 1 |
| instant remover 250ml             | 1 |
| colour split 100ml                | 1 |

### PLUS THESE **FREE** GOODS:

|   |   |
|---|---|
| powerful protector 200ml                    | 1 |
| milk_shake® towel                           | 1 |
| milk_shake® colour specifics technical card | 1 |

\*Free marketing may vary depending on availability

**Special Price £96.00**

Saving £15.64

All prices exclude vat

