



**milk
shake[®]**
NATURAL BEAUTY

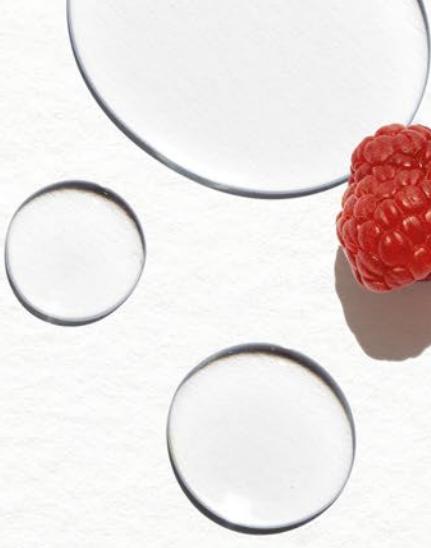
Find your
**natural
beauty**

milk_shake[®]

is a range of professional
hair care products
that believes in

**simple, joyful,
spontaneous beauty.**





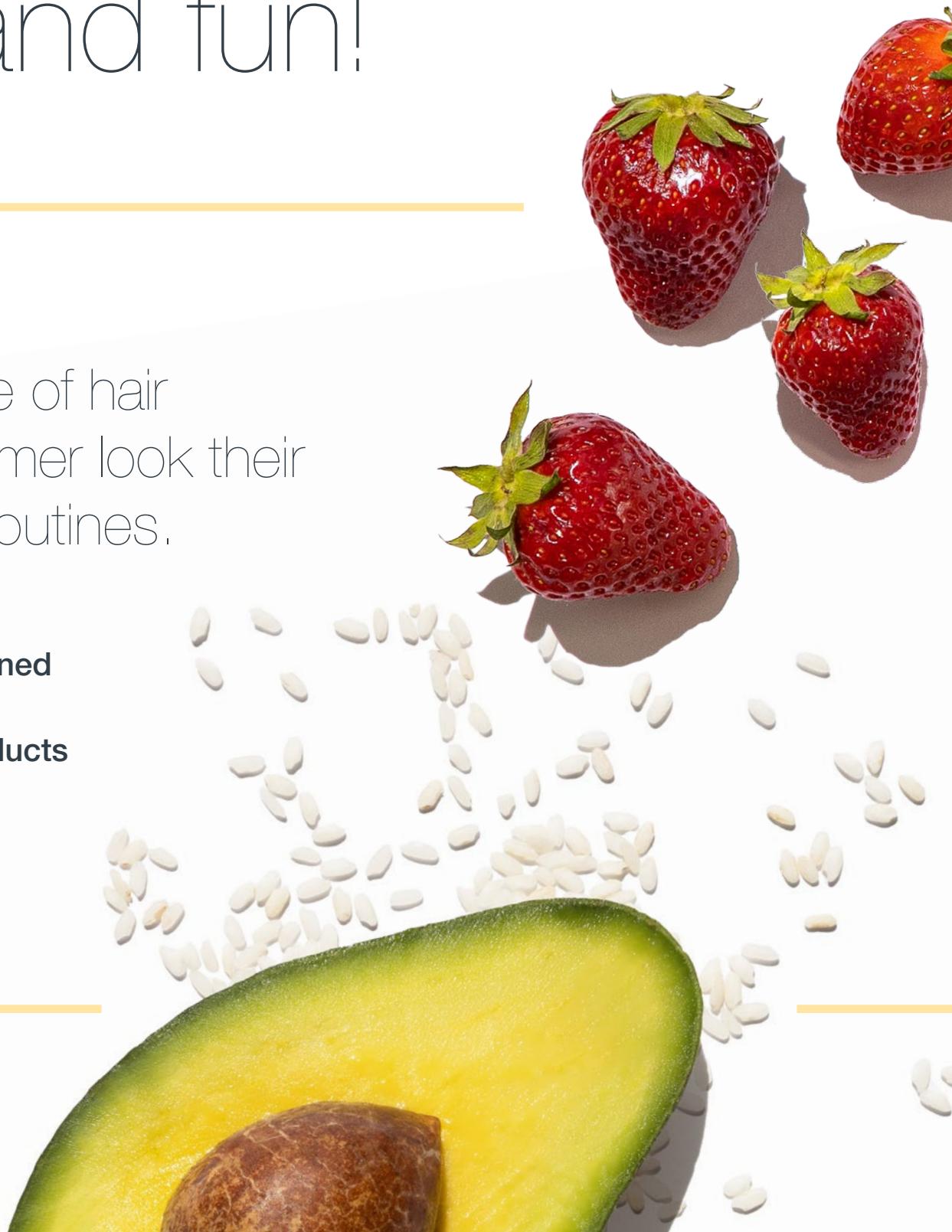


Haircare?

Effortless...
and fun!

We believe that taking care of hair means making each customer look their best with simple haircare routines.

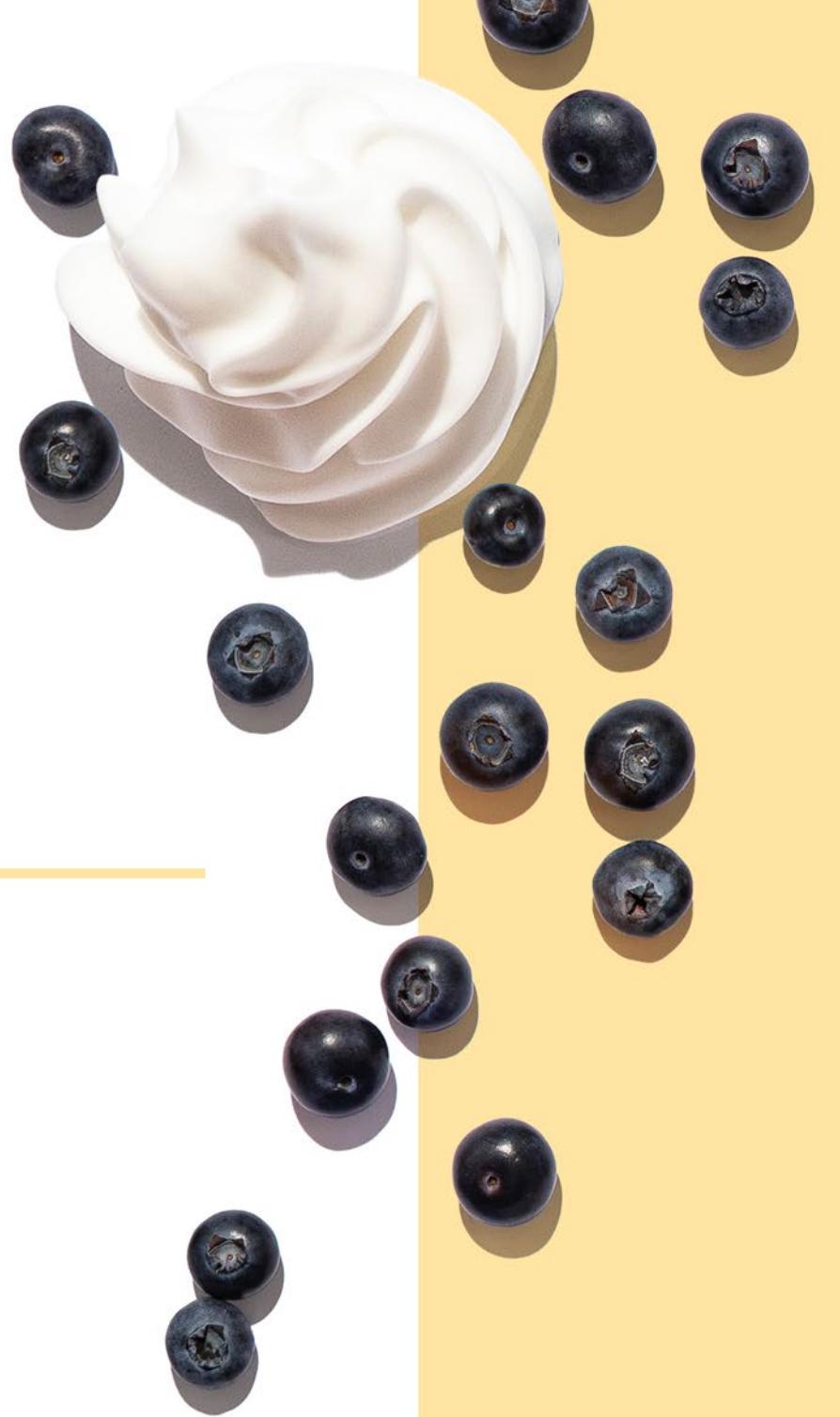
Playful products and soft textures, combined with irresistible fragrances that envelop the senses at each use, **milk_shake**® products are designed to create moments of pure happiness both in the salon and at home.



The science behind milk and fruit

We develop high quality formulas that take care of all hair types.

Milk proteins, rich in amino acids, act deeply on the hair, repairing surface damage and leaving hair silky and soft from the very first application. The precious vitamins and minerals within our **fruit extracts** nourish the hair and combat oxidative stress, keeping hair younger and strong.





Happiness begins in the salon

milk_shake[®] products have creamy, soft textures and unmistakable sweet, vanilla and fruity fragrances that makes cleansing and styling a delight.

We believe that sharing **milk_shake**[®] with customers in the salon should be a joyful experience. Enjoy our gorgeous fragrances and have fun, allowing your clients to experience our **milk_shake**[®] products.



Precious ingredients for all hair types

milk_shake[®] caters to all hair types.

Curly, straight or wavy, natural or colour-treated, damaged, dry or greasy, we have a range for every need, each one focusing on a precious natural active ingredient.

Peach, papaya, blueberry, strawberry, grape, wheat germ:

these and many more other ingredients are featured in our products which include shampoos, conditioners, styling products, colour, masks and oils.



make my day
Soft, shiny hair



leave-in treatments
Shiny, manageable hair



colour care
Protection for colour-treated hair



flower power
Manageability and protection for colour-treated hair with vegan-friendly formulas



moisture plus
Deeply hydrated hair



integrity
Restructuring and nourishment for all hair types



silver shine
The solution for impeccable blond hair



icy blond
For cool blonds with ash tones



cold brunette
Neutralises copper tones in brown hair



curl passion
Specific formulas for bouncy, defined curls



volume solution
An efficient and long-lasting volumizing action



scalp care
High performance for scalp and hair



sweet camomile
Vibrant and revived blond tones



sensorial mint
The refreshing hair routine with organic mint extract



daily
Daily hair care for all hair types



natural care

The nourishing properties of yogurt to strengthen all hair types



argan

Precious argan oil for shiny, silky hair



no frizz

Soft, shiny and frizz-free hair



sun&more

Beauty protection under the sun



k-respect

Anti-frizz smoothing system



insta.light

The *glass hair* effect that visibly reflects the light



lifestyling

Products that give definition and hold, to create any look



braid products

Specific products to create braided looks



colour whipped cream

Colourful foams that revive hair colour and give delicate temporary colour tones



sos roots

Instantly covers regrowth



make my day

The complete range with a simple routine that leaves hair soft, manageable and shiny.



make my day shampoo

milk shampoo for super soft hair

A beauty blend of milk proteins and strawberry, goji berry and raspberry extracts with a gorgeous fragrance that leaves hair soft and shiny. Its creamy texture makes this delicate shampoo perfect for all hair types without removing the hair's protective film. **Use:** distribute evenly over damp hair, lather and rinse.



make my day conditioner

milk conditioner for super soft hair

A creamy milk texture with a gorgeous fragrance that helps to detangle and smooth hair without weighing the hair down. Milk proteins nourish the hair deeply; strawberry, goji berry and raspberry extracts have a revitalising effect, leaving hair strong and shiny. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



make my day mask

intensive nourishing milk mask for super soft hair

Ideal for all hair types, it restores the hair's softness and shine. The intensive action of milk proteins nourishes the hair, making it strong and elastic. When mixed with the **milk_shake make my day booster**, it strengthens their specific action on the hair. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask booster** according to hair needs. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day strawberry booster

nourishing serum for fine or chemically-treated hair

A liquid serum with strawberry with regenerating and nourishing properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day papaya booster

hydrating serum for dry, coarse hair

A liquid serum with papaya with hydrating and illuminating properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day blueberry booster

colour-protection serum for colour-treated or lightened hair

Liquid serum with blueberry with strengthening and colour protective properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



leave-in treatments

Versatile products that are easy to use, to give hydration and make hair manageable.



whipped cream

no rinse conditioning & protective creamy foam for all hair types

Formulated to condition hair, maintaining its moisture balance. Milk proteins condition and restructure the hair, whilst specific emollient ingredients give long-lasting hydration and the exclusive ingredient **Integrity 41*** protects hair colour. **Use:** shake well, hold upside down and dispense. Apply to clean, damp hair, then style.



leave-in conditioner

leave-in conditioner for all hair types

Conditioning spray for normal or dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalize hair, making it glossy and more manageable. The exclusive ingredient **Integrity 41*** protects hair from UV rays, improving colour stability. **Use:** spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.



incredible milk

12 effects / leave in for all hair types

Intensive spray mask for all hair types with organic muru muru butter, fruit extracts (blueberry, raspberry, papaya, mango) and milk proteins. **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Extreme shine **8.** Gives hair body and volume **9.** Improves the effects of straighteners and/or curling wands **10.** Protects and maintains colour **11.** Protects against UV rays **12.** Smoothens the cuticle. **Use:** spray onto damp or dry hair. Distribute and then style as desired.

colour care

Protective treatments for colour-treated hair. The products improve hair colour stability and keep colour looking fresh for longer.



colour maintainer shampoo

hydrating and protective shampoo for colour-treated hair

Gentle shampoo that hydrates and protects colour-treated hair. Contains milk proteins that restructure the hair deeply and the exclusive ingredient **Integrity 41*** to improve colour stability. Paraben & sls free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner

conditioner for colour-treated hair

Formulated to hydrate and protect colour-treated hair. Milk proteins help to condition and restructure hair while the exclusive ingredient **Integrity 41*** improves colour stability, leaving the hair soft and shiny. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.

ORIGINAL
FORMULA



deep conditioning mask

intensive maintenance conditioner for colour-treated hair

A formula created to improve long-lasting colour stability with a concentrate of specific active ingredients. It detangles and protects hair, enhancing that hair's shine, softness and vitality. Paraben free. **Use:** apply to clean, damp hair, leave in for a few minutes, comb through and rinse.



flower power

Protective treatments for colour-treated hair, with vegan-friendly formulas and high performing plant-based ingredients.



colour maintainer shampoo / flower fragrance hydrating and protective shampoo for colour-treated hair

Gentle shampoo that hydrates and protects colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties. The exclusive ingredient **Integrity 41°** improves colour stability. Paraben free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner / flower fragrance conditioner for colour-treated hair

Formulated to hydrate and protect colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties. The exclusive ingredient **Integrity 41°** improves colour stability. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.



leave-in conditioner / flower fragrance leave-in conditioner for all hair types

Spray conditioner for normal or dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair, leaving it shiny, soft and with a gorgeous fragrance. It contains moringa extract and soy protein with nourishing and protective actions, and hyaluronic acid that plumps up the hair. The exclusive ingredient **Integrity 41°** protects hair from colour-fading. Paraben free. **Use:** spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.



incredible milk / flower fragrance 12 effects / leave in for all hair types

Intensive spray mask for all hair types with moringa extract and soy protein with nourishing and protective properties. **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Extreme shine **8.** Gives hair body and volume **9.** Improves the effects of straighteners and/or curling wands **10.** Protects and maintains colour **11.** Protects against UV rays **12.** Smoothens the cuticle. **Use:** spray onto damp or dry hair. Distribute and then style as desired.

moisture plus

Maximum hydration that makes hair feel fuller, more resistant and shiny, day after day.



moisture plus shampoo moisturizing shampoo for dry hair

A delicate shampoo that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action, as well as protecting hair colour. Paraben and sles free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake moisture plus conditioner.**



moisture plus conditioner moisturizing conditioner for dry hair

Gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action as well as protecting hair colour. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse. Proceed **milk_shake moisture plus whipped cream** for more intense conditioning.



moisture plus whipped cream no rinse moisturizing foam for dry hair

Ideal to give softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair soft, shiny and healthy. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action as well as protecting hair colour. Paraben free. **Use:** shake well, point downwards and dispense product. Apply to clean, damp hair, then proceed with styling.



moisture plus lotion hydrating lotion for dry hair

A concentrated lotion that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair visibly healthy, soft and shiny. Contains organic papaya extract, **Integrity 41°** and hyaluronic acid for colour protection and with a plumping action. Paraben free. **Use:** distribute the entire contents of the tube evenly over clean, damp hair, particularly over lengths and ends. Leave in for 3-5 minutes. Rinse and proceed with the desired styling.

integrity

Restores the hair's natural components,
for restructured and strengthened hair.



nourishing shampoo

nourishing shampoo for all hair types

Its formula with organic muru muru butter cleanses gently, nourishing and conditioning the hair instantly, removing frizz, leaving hair soft and radiant. Sulfate & paraben free. **Use:** apply evenly to wet hair, lather, then rinse. Repeat if necessary.



nourishing conditioner

deep nourishing conditioner

Specifically formulated to condition and nourish all hair types. With organic muru muru butter to condition and nourish the hair. Paraben free. **Use:** apply evenly to clean, damp hair. Comb through and leave in for 2-3 minutes. Rinse well.



intensive treatment

deep nourishing treatment for all hair types

A specific formula with organic muru muru butter for all hair types that nourishes deeply and removes frizz, leaving hair conditioned, manageable and extremely soft and radiant. Paraben free. **Use:** distribute over clean, damp hair, massage through. Leave in for 3 to 5 minutes, comb through, then rinse.



nourishing muru muru butter

nourishing butter for hair

A unique nourishing blend for a deep treatment. Leaves hair soft, nourished and lustrous immediately after the first application. Paraben free. **Use:** 1) very damaged hair: distribute over dry lengths and ends before cleansing, massage through and leave in for 3 to 5 minutes. Cleanse with **milk_shake integrity nourishing shampoo** and continue with **integrity nourishing conditioner**. 2) dry hair: mix the **integrity nourishing muru muru butter** with the **integrity intensive treatment**, distribute over hair after cleansing, massage through and leave in for 3 to 5 minutes. Comb through, then rinse.



repairing hair

concentrated repairing protein treatment

Concentrated repairing protein treatment with amino acids to restructure and strengthen damaged and chemically treated hair, leaving it soft and shiny. With organic muru muru butter to condition and nourish the hair. **Use:** distribute the entire vial over clean damp hair, massage, leave in 5-10 minutes then rinse.



incredible oil

repairing and protective oil for damaged hair or split ends

A film-forming leave-in treatment formulated to protect hair from heated styling tools and other stress factors that weaken the hair. It gives nourishment, detangles and helps seal the cuticle to counteract and prevent split ends, leaving hair incredibly shiny, manageable and weightless. **Use:** spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse. Proceed with blow dry and styling.



integrity reconstruction system

The in-salon service that rebuilds the hair's essential components to restore the hair's beauty.



rebuilder / step a

intensive reconstruction treatment for damaged hair

A treatment containing naturally-sourced keratin, proteins and amino acids that penetrate into the hair fibre, restoring the hair's natural components. This treatment, when applied under a heat source, deeply nourishes damaged hair without weighing it down. For professional use only. **Use:** wash beforehand with **milk_shake deep cleansing shampoo**, divide the hair into four sections and apply **integrity rebuilder** evenly. Massage with fingertips and move on to step b with **fibre sealant**.



fibre sealant / step b

nourishing sealing treatment for damaged hair

Its specific formula seals and compacts the cuticle with a film-forming action, leaving hair regenerated and shiny. Contains naturally-sourced proteins and amino acids that restore that hair's natural components. For professional use only. **Use:** apply to hair after **milk_shake integrity rebuilder** and massage on the most damaged areas. Distribute evenly with a comb and leave on for 10 minutes under a heat source. Rinse thoroughly and apply **integrity leave-in**.



leave-in

treatment spray for damaged hair

A leave in treatment containing naturally-sourced keratin, proteins and amino acids with hyaluronic acid that has a deep hydrating action. Gives strength and consistency to the hair without weighing it down and improves manageability. **Use:** spray the product from roots to ends, insisting on the most damaged lengths. Proceed with styling.

silver shine

A professional range formulated to neutralize unwanted brassy, yellow and golden tones in blond, bleached or grey hair.



silver shine shampoo

specific shampoo for blond or grey hair

A delicate cleanser, it contains a specific violet pigment capable of counteracting yellow tones in natural or lightened blond hair, or grey or white hair. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. Sles free. **Use:** distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results, leave in for a few minutes.



silver shine light shampoo

specific shampoo for blond or grey hair

A delicate cleanser that neutralizes unwanted yellow tones in natural or lightened blond hair, grey or white hair with a balanced action, with its specific violet pigment that works on even the most subtle hues. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. Sles free. **Use:** distribute evenly over damp hair, lather and rinse. Repeat if necessary.



silver shine conditioner

specific conditioner for blond or grey hair

Formulated with a specific pigment that neutralizes unwanted yellow, golden or brassy tones that are common in white, grey, blond or lightened hair. Leaves hair conditioned, soft and full of vitality. Contains milk proteins, organic fruit extracts and **Integrity 41°** to condition the hair whilst maintaining the hair's moisture balance and protecting hair colour. Paraben free. **Use:** apply after cleansing to clean, damp hair, leave in for a few minutes, then rinse.



silver shine whipped cream

creamy conditioning foam for blond or grey hair

Formulated with milk proteins, organic mixed berry extracts and **Integrity 41°** to condition the hair whilst maintaining its moisture balance and preserving hair colour, enriched with a special violet pigment that neutralizes yellow and golden tones common in white, grey, blond or lightened hair. Gives manageability and leaves hair shiny, soft and healthy. **Use:** shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.

icy blond

A range developed to counteract unwanted yellow, orange and brassy tones in blond hair, giving hair cool, ash tones.



icy blond shampoo

specific shampoo for blond hair

Cleanses hair gently with a specific black pigment that counteracts yellow or orange tones in blond or lightened hair, giving ash tones. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The **milk_shake icy blond** products contain pigments which can give a very intense result on porous hair; once the desired result has been reached, alternate with a different shampoo to maintain the results. Proceed with **icy blond conditioner**.



icy blond conditioner

specific conditioner for blond hair

Formulated with a specific black pigment, it gives hair softness whilst counteracting yellow or orange tones in blond or lightened hair, giving ash tones. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** after cleansing, apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The **milk_shake icy blond** products contain pigments which can give a very intense result, especially on porous hair; once the desired result has been reached, alternate with a different conditioner to maintain the results.

cold brunette

The range to counteract red/orange tones, removing unwanted warm tones from natural or colour-treated brown, light brown or dark blond hair.



cold brunette shampoo

specific shampoo for brown hair

Cleanses hair gently with a special blue pigment developed to remove warm tones – red/orange – from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. Proceed with **milk_shake cold brunette conditioner**.



cold brunette conditioner

specific conditioner for brown hair

Formulated with a special blue pigment, it gives hair softness and removes warm tones – red/orange – from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** after cleansing, apply to damp hair and leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more.



curl passion

The specific range to reveal the natural beauty of curly hair.



curl passion shampoo shampoo for curly hair

Cleanses and conditions all hair types gently and deeply, giving softness and manageability. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben & sulphate free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake® curl passion conditioner**.



curl passion conditioner conditioner for curly hair

Ideal for all hair types to give softness and manageability without weighing the hair down. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse. Proceed **milk_shake® curl passion leave-in**.



curl passion leave-in leave in spray for curly hair

A treatment spray, ideal to give softness and manageability to curly hair. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben free. **Use:** distribute evenly over clean, damp hair and proceed with styling.

volume solution

Unprecedented volume and texture from the very first application.



volumizing shampoo volumizing shampoo for all hair types

A shampoo developed to give volume and body without weighing the hair down. Cleanses gently with its specific formula containing precious sugar derivatives that transform the hair, giving it body. Paraben & sles free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake® volumizing conditioner**.



volumizing conditioner volumizing conditioner for all hair types

With a deep action, it gives softness and body without weighing the hair down. Containing precious sugar derivatives, it transforms and gives volume to all hair types, with a deep reviving action. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse.



volumizing styling spray volumizing styling spray for hair

Specifically formulated to give structure and shine to give hair a healthy appearance. Precious sugar derivatives give volume and support without weighing the hair down. It guarantees elasticity and weightlessness, for a long-lasting style. **Use:** spray onto roots and lengths and proceed with styling.

scalp care

Products designed to improve and restore scalp health.



energizing blend shampoo

hair thickening shampoo

Energizing shampoo for fine, thinning and fragile hair. Cleanses deeply but gently, respecting the scalp and hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, ingredients of natural origin and a mix of 11 essential oils. SIs/sles & paraben free. **Use:** apply to damp scalp and hair, gently massage applying a slight pressure with fingertips in a circular motion to enhance the microcirculation of the scalp. Rinse and proceed with **milk_shake energizing blend conditioner**.



normalizing blend shampoo

shampoo for normal or greasy scalp and hair

A shampoo with significant benefits for scalp and hair. Its delicate formula contains selected active ingredients, including essential oils and a balanced blend of non-aggressive surfactants. It cleanses deeply yet gently, removing sebum and oily residues typical of scalp and hair that tend to get greasy quickly. **Use:** distribute evenly on damp hair, massage and rinse. Repeat if necessary.



energizing blend conditioner

hair thickening conditioner

Conditioner for fine, thinning and fragile hair. Hydrates, detangles and gives softness without weighing the hair down. Contains organic rosemary and organic sage extracts, Fioravanti balm, ingredients of natural origin and a mix of 11 essential oils. Paraben free. **Use:** apply to clean, damp hair, gently massage and leave in for a few minutes, then rinse.



purifying blend shampoo

intensive purifying shampoo for scalp and hair

Cleanses deeply yet gently, freeing the scalp from impurities, dandruff, sebum, sweat and styling product residue. Selected plant-based ingredients contribute to protecting scalp and hair from pollution, for a healthy, shiny result. Ideal for anyone who has flakiness and wants to remove impurities and grease from their scalp and hair. SIs/sles and paraben free. **Use:** distribute evenly over damp hair and lather, leave in for a few minutes, then rinse.

energizing blend scalp treatment

hair thickening scalp treatment

An energizing and fortifying lotion to restore fullness, thickness and luster to fine, thinning and fragile hair. Contains organic rosemary and organic sage extracts and Fioravanti balm. It cleanses and invigorates the scalp, improving microcirculation. It strengthens hair and prevents thinning. Paraben free. **Use:** apply to the scalp and massage gently for a few minutes using circular movements and a light pressure from the fingertips to improve the microcirculation of the scalp and create the optimal conditions for new hair growth. Do not rinse and proceed with styling. Apply the treatment twice a week for best results.



sweet camomile

The benefits of camomile to enhance the beauty of blond hair, giving hair a warm, vibrant tone.



sweet camomile shampoo revitalizing shampoo for blond hair

Gently cleanses and brightens highlights and improves shine and lustre in blond hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nutritional benefits, for incredibly soft, silky hair with shimmering highlights. SIs/sles and paraben free. **Use:** apply to wet hair, lather and rinse. Repeat if necessary.



sweet camomile conditioner revitalizing conditioner for blond hair

Softens and gently detangles, brightens highlights and improves shine in blond hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nourishing benefits, for incredibly soft and silky hair. Paraben free. **Use:** apply to clean, damp hair, massage, leave in for a few minutes then comb through and rinse.



sweet camomile leave-in revitalizing leave-in conditioner for blond hair

Specifically formulated for naturally textured or slightly dry hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nourishing benefits, for manageable, lustrous hair. Paraben free. **Use:** spray evenly onto clean, damp hair. Do not rinse.

sensorial mint

An energy boost for all hair types, with an instant refreshing and regenerating effect.



sensorial mint shampoo invigorating shampoo

Its formula with organic mint, sage and fruit extracts cleanses gently, removing impurities, refreshing and revitalising both scalp and hair. SIs/sles and paraben free. **Use:** apply to wet hair, lather and rinse. Repeat if necessary.



sensorial mint conditioner invigorating conditioner

The formula with organic mint, sage and fruit extracts hydrates and protects, leaving hair soft, vibrant, glossy and hydrated, without weighing it down. Paraben free. **Use:** apply to clean, damp hair, massage through, leave in for a few minutes, then comb through and rinse.



daily / natural care

Specific cleansing and conditioning products and treatments inspired by nature for radiant, vibrant hair, every day.



daily frequent shampoo shampoo for frequent use

Gentle shampoo specifically designed to hydrate and protect hair that requires frequent washing. With milk proteins and apple juice to hydrate and protect and **Integrity 41**® to help protect colour. Paraben & sles free. **Use:** apply to wet hair, lather and rinse. Repeat if necessary. For improved conditioning, follow with the most suitable **milk_shake**® conditioner or treatment.



daily frequent conditioner conditioner for frequent use

Hydrating and protective conditioner for frequent use. Milk proteins and apple juice leave hair soft, shiny, vibrant and hydrated without weighing it down, while **Integrity 41**® helps maintain colour. Paraben free. **Use:** apply to clean, damp hair, massage through, leave in for a few minutes, then comb through and rinse.



active yogurt mask conditioning yogurt mask for untreated or colour-treated hair

A rich mask that contains yogurt amino acids, rice and avocado oils, hydrating agents, vitamin E and **Integrity 41**®, the mask nourishes and conditions untreated or colour-treated hair. **Use:** apply to clean, damp hair. Leave in for 3-5 minutes, comb through, then rinse.

argan

The precious properties of organic argan oil for healthy, manageable hair.



argan shampoo organic argan oil shampoo for all hair types

Gently cleanses with its the unique formula with organic argan oil and wheat and rice proteins. Instantly conditions and nourishes while counteracting frizz, leaving hair soft and shiny and maintaining colour. Sulfate free. **Use:** distribute through wet hair and lather. Rinse. Repeat if necessary.



argan deep treatment deep treatment for all hair types

Nourishing organic argan oil and wheat protein formula that eliminates frizz. Suitable for all hair types. Seals the cuticle leaving hair soft, shiny and more manageable while maintaining hair colour. **Use:** distribute through clean, damp hair and massage. Leave in for 3 to 5 minutes, then comb through and rinse.



glistening argan oil argan treatment oil for all hair types

Thanks to its unique organic argan formula, it instantly conditions and nourishes hair leaving it soft, vibrant, with added volume and exceptional shine. **Use:** massage a few drops onto palms of hands and distribute through hair, before or after styling.

no frizz

Specific products for soft, shiny, frizz-free hair.



glistening milk

moisture & shine milk for frizzy hair

Helps remove frizz during styling and protects the hair fibre from styling tools while blow drying. Makes hair supple and manageable and helps to maintain optimal hair hydration. Contains date palm extract and crambe oil for exceptional conditioning. Maintains hair colour. Leaves hair soft and shiny. **Use:** apply by massaging onto clean, damp hair. Do not rinse, comb, and style. Improves the appearance of hair and curl definition when used after styling.



glistening serum

drops of shine for frizzy hair

Helps remove frizz during and after styling, provides heat protection and allows styling tools to glide through the hair with ease. Smoothens the hair cuticle for an exceptionally glossy look. Contains date palm extract and crambe oil for soft, manageable hair. Leaves hair soft, vibrant and shiny. **Use:** apply a few drops onto palms of hands and distribute through hair, before or after styling.



glistening spray

polishing spray for frizzy hair

Leaves hair glossy, eliminates static and makes dry hair more manageable. Contains date palm extract and crambe oil for soft, manageable hair and helps maintain optimal hydration. Leaves hair soft, vibrant and shiny. **Use:** lightly spray at a distance of 20-30 cm after styling.

sun&more

Complete range of sun care products for hair and body.



all over shampoo

hair & body moisturizing shampoo

A 'two-in-one' cleansing and soothing formula for hair and body, ideal after swimming in the sea or pool, or year-round to leave skin soft and protect hair from the lightening and dehydrating effects of the sun. Enriched muru muru butter, quinoa proteins, hibiscus oil, passion fruit oil, organic argan oil, vitamin E, UV filter. Sls/sles & paraben free. **Use:** distribute over damp hair and body, lather and rinse. Repeat if necessary. For best results, follow with the **milkshake SUN&MORE beauty mask** to optimize the replenishing effects on the hair.



beauty mask

intensive nourishing hair mask

Intensive nourishing and conditioning mask for hair to be used after shampooing to soothe the damaging effects of the sun, salt, wind and chlorine. Its deep action leaves hair soft, radiant and manageable. Contains muru muru butter, quinoa proteins, hibiscus oil, passion fruit oil, organic argan oil, sweet almond oil, rice oil, vitamin E, UV filters. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2-3 minutes and rinse.



incredible milk

leave in treatment for all hair types

A spray mask with 12 cosmetic benefits, to give all the necessary elements to protect hair during the summer. No rinse formula. **1.** repairs all hair types **2.** tames frizz **3.** prevents split ends **4.** protects from heat **5.** gives manageability **6.** detangles **7.** gives incredible shine **8.** gives body and volume **9.** enhances use of flat or curling irons **10.** protects and maintains colour **11.** protects from UV rays **12.** smoothens the cuticle. Contains muru muru butter, quinoa proteins, milk proteins, vitamin E, UV filters, and blackberry, mango, papaya and raspberry extracts. **Use:** apply to damp hair, distribute and style.



bi-phase leave-in conditioner

ultra-light bi-phase protector

A leave-in conditioning spray that protects hair exposed to sun, salt and chlorine. Muru muru butter creates a protective barrier over the hair, helping to keep it soft and elastic, whilst hibiscus oil helps to detangle the hair and prevent split ends. **Use:** shake before use. Spray the product onto wet hair and comb through. Do not rinse out. **PARABEN FREE.**

k-respect

Smoothing anti-frizz treatment with excellent results whilst respecting the hair.



preparing shampoo purifying shampoo for all hair types

Cleanses deeply, maintaining the hydration balance of the hair. Its alkaline pH helps to open the cuticles to prepare the hair for the straightening treatment. For professional use only. **Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary.



smoothing shampoo anti-frizz shampoo for hair

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41*** for hair colour protection. Paraben/sls free. **Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with **milk_shake® k-respect smoothing conditioner**.



smoothing treatment smoothing anti-frizz treatment for hair

A professional treatment for all hair types to remove frizz and create a long-lasting straightening action on the hair. Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action. For professional use only. **Use:** consult the product instructions.



smoothing conditioner anti-frizz conditioner for hair

The ideal conditioner to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41*** for hair colour protection. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



insta.light

Hair lamination with a glass hair effect for super-shiny hair.



insta.light shampoo

strengthening shampoo with a filler effect for all hair types

With a gentle cleansing action, it gives hair manageability, leaving it soft and shiny. With milk proteins, hyaluronic acid and lemon and blueberry extracts, it has a filler effect on the hair with an instant reviving action. Ideal as a first step within the **milk_shake** **insta.light** service. For professional use only. **Use:** Distribute evenly over damp hair and lather, then rinse. Repeat the cleansing process and rinse well. Follow with **milk_shake** **insta.lotion**.



insta.lotion

liquid mask for instant glossy, silky hair

A treatment with milk proteins, hyaluronic acid, lemon and blueberry extracts. In just a few seconds it 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, giving mirror-like shine! Ideal for colour-treated, chemically-treated or dry hair. **Use:** apply to damp hair after cleansing, concentrating on lengths and ends and twisting the hair around the fingers to help the product penetrate deeper. Leave in for a few seconds and rinse out.



insta.light potion

extra shine effect leave in treatment

Its formula is enriched with milk proteins making hair incredibly silky soft. Its sealing action seals the hair cuticles making the hair shiny with an instant mirror-like effect! Its gel-like texture is easy to apply. For professional use only. **Use:** apply to clean, damp hair, concentrating on lengths and ends. Comb through to distribute evenly and proceed with styling. No rinse formula.

lifestyling

A product range designed to create any look, from the most natural to the most elaborate.



amazing

anti-humidity protective styling spray for hair

HOLD □□□□ VOL ■■■□ SHINE ■■■■

A pre-styling spray capable of eliminating frizz with a long-lasting result. The special polymers within its formula are heat-activated, creating a film-like effect over the hair that protects hair from humidity, protects hair colour and maintains the hairstyle for longer. Its formula, enriched with fruit extracts, gives a shiny, glossy finish with a mirror-like effect. It reduces drying time, protects from heated styling tools, doesn't leave residue and doesn't weigh the hair down. **Use:** spray generously and evenly over clean, damp hair. Comb and proceed with the desired style.



amazing curls & waves

ultra-lightweight spray for wavy styles and curly hair

HOLD ■■■□ VOL ■■■□ SHINE ■■■■

Defined and frizz-free curls and waves. It gives a natural, voluminous and weightless finish, without leaving heavy residue on the hair. The special polymers in the formula have a film-forming action that protects hair colour. It eliminates frizz and protects hair from humidity. Its memory effect enhances the hairstyle, making it last longer. Ideal for wavy styles using straighteners or tongs. **Use:** apply generously to clean, damp hair and proceed with styling. If applying to dry hair, spray over the hair and shape with the hands.



shaping foam

medium hold styling foam

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. Enriched with fruit extracts, quinoa proteins and milk proteins, **Integrity 41**® and a UV filter, it's the ideal mousse for all hair types. **Use:** shake well and dispense the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.

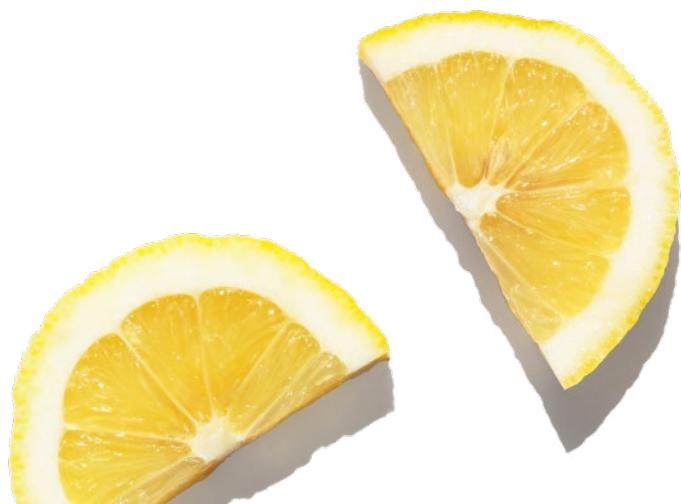


liquid styler

styling and defining fluid

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Gives body, softness and shine. **Use:** dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.





design wax defining wax

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair. With organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, it leaves hair defined and shiny. **Use:** apply to dry hair and style.



freehand paste molding paste with flexible control

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair. **Use:** apply to damp or dry hair and style.



fixing paste strong hold paste for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives texture and structure to the style with strong, flexible hold. Its texture makes it easy to apply and workable. **Use:** Take a small quantity of product and work it between the palms of the hands. Distribute over damp or dry hair, then shape as desired.



texturizing cream bodifying molding cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Particularly suitable for fine hair, when applied to dry hair it gives body, giving separation and control to hair strands for creative and unkempt looks. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair. **Use:** apply to dry hair and style.



texturizing spritz bodifying spray for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Bodifying formula with a matte finish that gives hold and creates “beach-effect” voluminous waves with shape control on all hair lengths. Contains fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, to protect the hair from fading and dehydration. **Use:** shake well before use. Spray over damp hair and leave to dry naturally for a casual look, work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.



styling potion conditioning and styling cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothens the cuticle of the hair, giving natural body. It contains fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, to protect the hair. **Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



powder pop volumizing powder for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A weightless and light styling powder that is ideal to give volume with a matte finish. **Use:** distribute a small quantity of product to the roots of dry hair or to the hands, and proceed with styling.



curl perfectionist curl defining cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Defines and tames curls, banishing frizz and intensifying the natural texture of the hair. Gives long-lasting shape, softness and shine. Contains quinoa proteins, **Integrity 41**®, organic fruit extracts, milk proteins and a UV filter. **Use:** apply to damp hair and proceed with the desired style.

lifestyling

A product range designed to create any look, from the most natural to the most elaborate.



blow-dry primer

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

pre-styling lotion for hair

Ideal to give hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading. **Use:** dose the necessary quantity and apply to clean, damp hair. Proceed with the desired style.



dry shampoo

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

instant dry shampoo

Ultra-fine mist formula with instant results. Gives the scalp a pleasant sensation of freshness and cleanliness without needing water, leaving hair light and without any product residue. Leaves hair looking cleaner for longer. With hemp seed oil, with nourishing properties for scalp and hair. **Use:** shake before use, spray onto roots, wait for few moments, then style using your hands or a brush.



thermo-protector

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

heat protection for hair

An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. The formula should be sprayed at 20-30 cm from clean, damp hair, from root to tip, creating an invisible film over the hair that prevents split ends, breakage and damage, as well as reducing drying time. Contains quinoa, silk and milk proteins for heat protection and hair colour protection. **Use:** spray at approx. 20-30 cm onto clean, damp hair, from roots to ends. Proceed with blow-drying.



medium hold gel

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

medium hold styling gel

Gives hold to any hair style to create defined styles with a memory effect, giving incredible shine. Gives structure to fine hair and gives body and definition to curls with an anti-frizz effect. Quick to dry, it doesn't leave any residue on the hair. **Use:** work a small quantity through the fingers and apply to damp or dry hair.



let it shine

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

softening glossing spray

This super fine mist leaves hair soft and shiny without weighing it down. Does not give hold. Suitable for all hair types, it keeps static in check and has a thermo-protective action. Contains quinoa proteins, **Integrity 41**®, organic fruit extracts, milk proteins and a UV filter. **Use:** spray evenly over damp hair, over lengths and ends or at the end of styling.



strong hairspray

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

strong hold hair spray for colour-treated hair

Strong hold hair spray formulated to give structure, hold and long-lasting style without taking away the hair's natural movement. Gives hair body and shine without product build-up or residue. Contains a UV filter and quinoa proteins for greater colour stability over time. **Use:** spray at 20-30cm from the hair for the desired effect or style.



medium hold hairspray

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

medium hold hair spray

Medium hold hairspray that supports hair styles with a natural and flexible hold. Leaves hair full of body and shiny, without product residue and without weighing the hair down. With a UV filter and quinoa proteins for colour protection, protecting from the sun's rays and environmental stress which cause colour-fading. **Use:** spray at approx. 20-30 cm from hair as needed.



strong eco hairspray

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

strong eco hairspray for colour-treated hair

A hairspray with extra strong hold, it gives structure to the hair with exceptional shine. It protects hair from humidity and from external aggressors, maintaining the hair's volume and style. Quick to dry, it is easily brushed out and does not leave residue on the hair. Contains quinoa proteins, **Integrity 41**®, organic fruit extracts, milk proteins and a UV filter. **Use:** spray at 20-30 cm from the hair as required.

braid products

A specific range to create any braid look.



smoothing cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

soft hold smoothing cream

A styling cream formulated to smoothen the cuticle, protect the hair during blow-drying, and give natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue. It contains silk proteins, quinoa proteins and a UV filter that protects from UV rays. **Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



braid grease

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid defining wax

Gives a touch of shine and is ideal to create perfect separations, braids and knots. **Use:** apply to dry hair and style.



curl shaper

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

shaping fluid for curly hair

Ideal for defined and enduring curls. It intensifies the hair's natural texture, giving control to defined curls and perfecting soft waves. Its specific formula guarantees an anti-frizz action, shine, and colour protection. **Use:** apply to clean, damp hair and proceed with styling.



braid lotion

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid defining lotion

A light and flexible lotion for the hair that is perfect for creating braids and knots. **Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



braid cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid styling cream

A light and flexible cream, ideal for creating braids and knots. **Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



instant colour

Products that instantly revive hair colour.



colour whipped cream

no rinse coloured conditioning creamy foam

Formulated to condition and give an immediate and even colour tone to the hair. Contains milk proteins that condition and restructure the hair, special emollients that give long-lasting hydration, and the exclusive ingredient **Integrity 41**® that improves colour stability. The colour tone is easily removed via cleansing. **Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.



sos roots

instant hair touch up spray for roots

Covers grey hair regrowth perfectly until the next shampoo. Dries quickly. Ammonia-free. **Use:** shake well before use, dose onto the provided comb and apply to the regrowth area that requires coverage. Alternatively, direct the nozzle at approx. 10 cm (4 in.) from the hair and spray lightly. Always apply to clean, dry hair.





milk_shake®

embodies a colour philosophy that gives incredibly beautiful hair colour results.

milk_shake®

RE-NATURAL

is the continuous connection between ethics, aesthetics, technology and skills, to guarantee long-lasting radiant colour and shine.

soft hair

- / premium ingredients that guarantee high performance
- / milk proteins and fruit extracts with nourishing and strengthening properties

shiny hair

- / products and techniques that work in synergy to enhance the natural touches of light within the hair
- / consistent results with intense and radiant colour

natural-looking hair

- / colour tones in harmony with skin tone and personality
- / enhances the tones and features of the face



light catcher

A complete range of innovative lightening products to create touches of light with natural-looking and sophisticated results



creative

The purity and strength of permanent colour.
High quality pigments with excellent results



smoothies

Semi-permanent high performing colour



the gloss

Demi-permanent acidic pH colour



direct colour

Dynamic and versatile direct colour with excellent results



illuminate

Delicate lightening products and concentrated colour pigments with an immediate result, to tone and lighten hair with creative colour effects



special

The targeted solution to deeply cleanse the hair



colour specifics

Specific products to enhance and complete colour services



lighteners

Lightening products with next generation formulas with excellent results.



light catcher moonlight / up to 9 levels of lift extra-high-lift powder for hair

A lightening product suitable for all lightening techniques, both using support or freehand. A non-drip versatile blend that is easy to apply. The formula has a high lifter action to create intense, perfect, radiant blonds. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.



light catcher black

black lightening cream for hair for lightening techniques with cool tones

Thanks to its innovative technology, it allows you to reach up to 7 levels of lightening while removing warm tones. A creamy black lightener with a dual action: the charcoal and the dark pigments inhibit the warm melanin present in the hair, giving natural, neutral or grey tones, while the fruit sugar complex repairs and protects the hair during processing. Suitable for all lightening techniques, it does non-drip and no swell formula. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.



light catcher starlight / up to 8 levels of lift conditioning lightening powder for hair

A lightening formula suitable for all lightening techniques using support. The pliable, elastic blend makes it easy to apply and adheres perfectly to the hair during processing. The non-volatile formula maintains its moisture during application. Non-drip, no-swell formula. Milk proteins mixed with avocado oil guarantee protection and conditioning for the hair. Enriched with blueberry extract with a nourishing action. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.



light catcher clear lights

gentle ammonia free cream lightener

Ammonia-free lightening cream, for gentle lift up to 5 levels, even on regrowth. It is suitable for all lightening techniques discoloration and colour remover techniques, with an even result. Ideal for application on roots and lengths. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.



light catcher sunlight / up to 7 levels of lift freehand lightener for hair

A lightening formula suitable for all freehand techniques, it adheres to the hair perfectly, making partial lightening techniques a breeze, with maximum precision and control without needing support. The moisture-retaining formula provides long-lasting lift whilst being very easy to apply. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.



colour

Delicate colours with conditioning cosmetic bases and active ingredients that protect the hair, conditioning the hair and protecting scalp and hair during the professional service.

creative

conditioning permanent colour



Highly creative permanent hair colouring that guarantees radiant colour, perfect grey coverage, is incredibly long-lasting and has unlimited combinations for a plethora of results. The conditioning and protective cosmetic base combined with high quality and pure colouring molecules have unparalleled results on the hair. Contains milk proteins, an amino acid complex, sunflower oil, organic honey and blueberry extracts, a protective UV filter, conditioning agents and selected hydrating ingredients. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion** 5 / 10 / 20 / 30 / 40 vol. **Use:** consult the product instructions.

smoothies

conditioning semi_permanent colour



Gentle ammonia-free, semi-permanent colour cream for tone-on-tone colouring and conditioning of the hair. There are two sides to the **milk_shake® smoothies** colour range: a vibrant and radiant colour, typical of a permanent hair colour, and the delicate action on scalp and hair of a direct colour. It contains milk proteins, organic honey, **Integrity 41®**, amino acid complex, sunflower oil and papaya, strawberry, blueberry and cocoa extracts. Perfect for those people who want colour that's easy to maintain and who want to hide the first appearance of greys. For professional use only. **Specific developers:** **milk_shake® light activating emulsion, activating emulsion** and **intensive activating emulsion**. **Use:** consult the product instructions.

the gloss colour

acidic pH demi colouring treatment for hair



Acidic pH demi colouring treatment for hair. The acidic pH of the **milk_shake® the gloss colour** formula colours, tones and corrects hair colour whilst maintaining the hair's structure. Its action has a conditioning effect on the hair, leaving it extremely shiny. It masks greys maximum 50%. Contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, sunflower seed oil. For professional use only. **Specific developer:** **milk_shake® acidic colour activator**. **Use:** consult the product instructions.

direct colour

conditioning direct colour



Gentle and versatile cosmetic colour for simple hair colouring services with excellent results. The conditioning base is enriched with milk proteins, shea butter, argan oil and the exclusive ingredient **Integrity 41®** and selected humectant and conditioning agents. Completely ammonia-free, it does not require the use of oxidising agents. Lasts up to 8-10 washes. Ammonia free. Does not require the use of oxidants. **Use:** distribute over clean, damp hair. Process for 5 to 20 minutes. Lather with a little water then rinse. When using intense shades apply a delicate shampoo.

colour

Delicate colours with conditioning cosmetic bases and active ingredients that protect the hair, conditioning the hair and protecting scalp and hair during the professional service.



oxidizing emulsion 5 / 10 / 20 / 30 / 40 vol. cream activator

Oxidizing emulsion formulated for colouring and lightening services in combination with **milk_shake** technical products. It contains the exclusive ingredient **Integrity 41***, which helps protect hair colour, milk proteins, honey and fruit extracts. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



acidic colour activator 6 vol. colour activator for hair

Formulated to act in synergy with **milk_shake the gloss** colour ammonia-free acidic pH demi colouring treatment hair. It contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, **Integrity 41***. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



light activating emulsion light specific revealer

Formulated to act in synergy with **milk_shake smoothies** conditioning semi-permanent colour. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. It contains milk proteins, honey, and fruit extracts, as well as the exclusive ingredient **Integrity 41*** which helps to protect hair colour and maintain it for longer. Ideal for maximum colour deposit. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



quick light instant lightening fluid for hair

milk_shake illuminate quick light is the instant lightening fluid for hair. When used with straighteners on dry hair it lightens the hair up to two tones during styling. Ammonia-free, it doesn't need rinsing. For professional use only. **Use:** consult the product instructions



activating emulsion specific developer

An emulsion formulated to act in synergy with **milk_shake smoothies** conditioning semi-permanent colour. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient **Integrity 41*** for better and longer-lasting colour. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



conditioning lightening oil conditioning lightening oil for hair

Ammonia-free lightening oil, it lightens the hair gently leaving it soft, shiny and protected. Easy to apply, it doesn't dry out or swell during processing and lightens up to 3-4 levels. Ideal for those people who want a more intense lightening treatment that looks very natural, with extra nourishment given by the natural oils within the formula. For professional use only. **Specific developers:** **milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.



intensive activating emulsion specific intense developer

An emulsion formulated to act in synergy with **milk_shake smoothies** conditioning semi-permanent colour, developing the pigments and expressing the maximum intensity of colour, for more intense grey coverage (up to 75%) for more intense tones. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient **Integrity 41*** for better and longer-lasting colour. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.

colour specifics

Specific treatments to enhance and complete colouring services.

pure pigment

concentrated colouring for hair



An ammonia-free concentrated colour with an immediate action, efficient for both untreated or colour-treated hair. Gives versatility to the lightening process and tones and illuminates the hair with creative, chromatic effects. Available in shades: **gold, red, blue, violet, copper, brown**. For professional use only. **Use:** consult the product instructions.

powerful protector

pre-colour equalizer



Protects the skin from irritation and redness during technical treatments, prevents the skin from staining without affecting the action of the colour on the hair. Contains milk proteins that have a restorative effect on the skin, glycerine, that restores moisture and help maintain skin hydration, aloe vera juice, that has a calming, anti-redness and soothing action, avocado oil, an emollient that keeps the skin soft and supple, and camomile extract with a calming, soothing and emollient action. For professional use only. **Use:** apply evenly onto skin before the technical treatment.

pro colour equalizer

pre-colour equalizer



Gives balance and strengthens the hair structure before the colour treatment and guarantees even colour distribution. Contains innovative cosmetic technology that strengthens and conditions the hair, giving body and preparing the hair for the technical service. It is enriched with milk proteins and wheat protein, panthenol, humectant and conditioning agents, which hydrate and protect the hair, making it soft, shiny and manageable. It also contains **Biogenius Technology**, for restructured hair and intense, radiant, long-lasting colour. For professional use only. For professional use only. **Use:** spray liberally onto lengths and ends before each colour treatment, concentrating on the most dry and damaged areas.

safe lightener complex

additive for hair lightening treatments



Additive for technical hair lightening treatments, specifically formulated to restructure and condition the hair during the technical treatment, favouring and at the same time improving the lightening process. It contains active quinoa proteins and high quality polymers cover the hair fibre with an invisible film that retains the hair's splendour and vitality. Laboratory tested. For professional use only. **Use:** prepare the lightening mix by following the instructions on the packaging: add 5 ml of additive for every 30 g of lightening powder. Proceed with the technical treatment as usual.

acid colour sealer

post-colour acid sealer



Specifically formulated to seal the cuticle after each technical treatment and to lock in colour. Its formula is enriched with milk proteins and wheat proteins which condition the hair structure, aloe juice vera and moisturizing agents, for full softness, shine and manageability. It also contains **Biogenius Technology**, which guarantees restructured hair and Intense, radiant colour. For professional use only. **Use:** apply evenly to hair after thoroughly rinsing the colour while avoiding contact with the skin. Leave in for 3 minutes then wash directly with a colour sealing shampoo.



colour specifics

Specific treatments to enhance and complete colouring services.



instant remover

hair colour remover for skin

Removes any colour residue from the skin with a gentle and effective stain removing action, leaving skin clean, soft, with no redness. Contains milk proteins and aloe vera juice for a combined emollient, soothing and skin hydrating action. For professional use only. **Use:** gently stroke a cotton pad soaked in product over affected areas without rubbing.



colour sealing shampoo

after-colour shampoo

Gently cleanses by locking in cosmetic colourants, for longer-lasting colour and improved shine. It improves colour endurance and enhances radiance. It contains a mixture of delicate surfactants, which cleanse hair gently, **Biogenius Technology**, milk proteins and glycerine, which help protect colour, and give body and hydration. For professional use only. **Use:** apply after using **milk_shake acid colour sealer**, lather and then rinse. Repeat if necessary. Follow with **milk_shake colour sealing conditioner**.



colour sealing conditioner

after-colour conditioner

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour and improved shine. Contains a mix of milk and wheat proteins, vitamins, a UV filter and emollient agents for soft, shiny hair. For professional use only. **Use:** apply to clean, damp hair after using **milk_shake colour sealing shampoo**, leave in for a few minutes, comb through and rinse.



colour split

barrier-effect additive for hair colouring

Ideal to create multi-tone colouring without using foils. Creates a barrier, protects and allow for the overlapping of different shades without staining or smearing. For professional use only. **Use:** for each shade used, first mix the colour and developer, then add 3 g of **milk_shake colour split** for every 30 g of colour and mix well. Shake well before use.

special

Targeted deep cleansing for hair.



deep cleansing shampoo

purifying shampoo for all hair types

A purifying shampoo specifically designed to free hair from residue from technical and styling products and chlorine. Contains fruit extracts, honey and milk proteins. Deeply cleanses the hair with a delicate action, maintaining its optimal hydration. SIs free. For professional use only. **Use:** distribute evenly over damp hair and lather, then rinse.

Biogenius Technology: patented technology that encapsulates specific active ingredients and releases them on the hair, for a deep and lasting action.

Integrity 41[®]: hydro-glycolic sunflower seed extract, rich in antioxidant polyphenols.

Amino Acid Complex: exclusive plant-derived amino acid complex made from wheat and soy which restores the natural keratin components within the hair, essential for the integrity, strength and resistance of the protein chain to resist damage caused by internal and external stress factors.





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NATURAL BEAUTY

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