


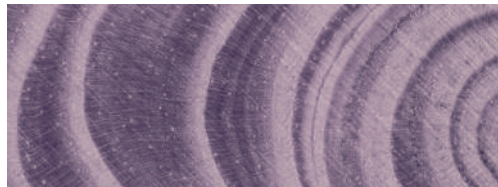
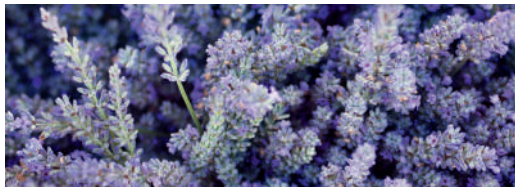


milk
shake[®]
creative

conditioning
permanent colour



milk_shake[®] is a range of professional hair care products that believes in simple, joyful, spontaneous beauty. Our secret? Ingredients of natural origin like milk proteins and fruit extracts that take care of every hair type.



milk_shake[®]
RE-NATURAL



a colour as natural as yours

**Rediscover your natural shades
with the milk_shake[®] philosophy:**

- / healthy and shiny hair
- / spontaneous and natural beauty
- / superior salon service

How?

- / with high quality products that contain natural ingredients which nourish the hair
- / with innovative techniques that deliver natural and customised looks
- / tailor-made professional salon tools that give added value to services



milk shake[®] creative

A PERMANENT COLOUR FORMULA
WITH INTENSE AND LONG-LASTING RESULTS
THAT GUARANTEES MAXIMUM GREY
COVERAGE AND A VAST VARIETY
OF LIMITLESS COLOUR OPTIONS:

- / radiant, colour-rich shades**
- / long-lasting colour**
- / natural-looking result**
- / a broad colour palette
for any colour result**

milk_shake® creative conditioning permanent colour

- 1 a wide range of colours with **135 shades** subdivided into 17 tonal series, a special series, a metallic series and highlifters series
- 2 **easy to use** and coded with shade names, numbers and lettering using the international colour classification
- 3 **4 natural series** that offer different colour coverage intensities and chromatic tones to achieve any colour result
- 4 an ultra blond series that gives up to **4-5 levels of lift**, for **balanced** and **radiant blondes**
- 5 a **colour corrector series** that can be mixed with the entire colour range to accentuate or control colour tones
- 6 a **colourless booster** (clear) that can be combined with shades to increase lift or can be used alone as a delicate lifting cream-gel
- 7 **easy to blend**, when mixed it creates an **even, creamy mixture** that's **easy to apply**
- 8 100ml **size tube**



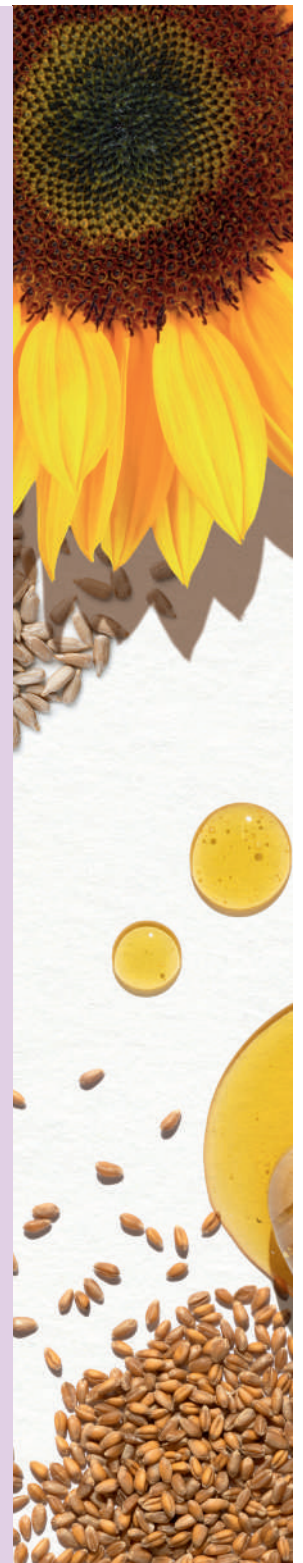



milk shake[®] creative

FORMULATED USING THE CONCEPT
OF MOLAR BALANCING:

- / avoids unwanted reactions between pigments
- / ensures radiant colour with intense tones
- / increases colour endurance

STABLE
CONCENTRATED
TRUE-TO-TONE
PREMIUM
PIGMENTS





**Paraben and sles free formulas
that contain extremely pure active ingredients:**

/ **milk proteins** with a deep conditioning action,
they restore the hair's vitality

/ **amino acid complex***

/ **blueberry extract**, gives hair shine

/ **wildflower honey**, prevents dehydration

/ **conditioning and hydrating agents**
that give manageability

/ **sunflower extract** with an emollient action

*(Keraveg 18), a plant-based keratin containing 18 soy and wheat-derived amino acids.
It helps to maintain long-lasting colour over time

LIMITLESS COMBINATIONS

Discover all the tonal series of **milk_shake®** creative
conditioning permanent colour

| | | |
|---|------------------|--|
|  | NATURAL | A colour series developed to give natural and delicate grey coverage; the formulas have been calibrated to work in synergy with the tonal series without changing their chromatic hue. |
|  | MORE NATURAL | The formulas have a warm neutral tone for rich and intense grey coverage. |
|  | ABSOLUTE NATURAL | A neutral natural series with balanced pigments. The formulas give full and intense grey coverage. |
|  | COLD NATURAL | A natural series that gives extremely deep grey coverage, whilst keeping warm undertones in check. The formulas give neutral/cool results. |
|  | COFFEE | A series of browns with unique coffee shades. Perfect grey coverage with deep, full tones. |
|  | CHOCOLATE | A series of browns in unique chocolate shades that go from the intense browns of dark chocolate to lighter tones of milk chocolate. |
|  | WOOD | A series of neutral/cool browns. Hues that are reminiscent of the colours of wood. Browns with a violet chromatic scale to neutralise the tone during lightening and give cool iridescent tones during colour deposit. |
|  | BEIGE | A blend of ash and golden tones that create balanced tones for colour that requires sandy tones, maintaining extreme shine. |
|  | EXOTIC | A series of browns with a perfect balance of golden-copper tones, to create natural warm tones. |

| | | |
|---|---------------------|---|
|  | SENSUAL WARM | A particular blend of cool and warm tones, creating rich, deep and vibrant tones. |
|  | ASH | With cooler blue or violet tones. These should be used to cool down unwanted warm tones, from golden to golden/ copper. |
|  | MATTE | With cool green or blue tones, with a cool satin-like finish. These should be used for intense colour results to tone down excessive red tones. |
|  | PURE GOLD | Strong golden tones. These should be used to create results with intense golden tones, to neutralize unwanted cool tones. |
|  | COPPER | Intense copper tones, for extremely radiant colour. Recommended for pre-pigmentation services or to control cool tones. |
|  | MAHOGANY | With delicate red-violet tones. When added in small quantities to red shades, these enhance their tone. |
|  | RED | With intense red tones, for vibrant, radiant colour. |
|  | VIOLET | With strong violet tones. |
|  | SPECIAL | These don't have a level, but rather a well-defined tone. This will influence the result during intensification or neutralisation of colour, without modifying the final level. |
|  | BLUE BLACK | A deep black shade with blue pigments that guarantees perfect and total grey coverage, with blue tones. |
|  | HIGHLIFTER | With a greater lightening strength compared to other series. Should be used on untreated hair starting from level 6 to lighter levels. |
|  | CLEAR | A colourless formula to be mixed with different shades to increase lightening, or to be used alone when mixed with developers for a soft lightening result. |

milk_shake[®] creative

oxidizing emulsion 5 / 10 / 20 / 30 / 40 volumes

EACH DEVELOPER IS ENRICHED WITH
PROTECTIVE EMOLLIENT INGREDIENTS:

milk proteins/ mango extracts / Integrity 41[®]



oxidizing emulsion

5 vol. 1.5%

Recommended to darken or colour-deposit on previously lightened hair. It is the best option for maximum colour deposit. Recommended for re-pigmentation services.



oxidizing emulsion

30 vol. 9%

Recommended to colour and to achieve up to 2-3 levels of lift.



oxidizing emulsion

10 vol. 3%

Recommended when darkening or maintaining the same natural base level. It has a gentle lightening strength, lifting up to 1 level. Recommended for re-pigmentation services.



oxidizing emulsion

40 vol. 12%

Recommended when hair requires colouring and lift up to 3-4 levels. This is also the specific emulsion required for the Ultra Blond series.



oxidizing emulsion

20 vol. 6%

Recommended to maintain the same base level for grey coverage and colouring with lift, lifting up to 2 levels.



THE NEW AND ADVANCED milk_shake® creative FORMULAS

hair analysis

Analyse the hair, establishing: • the natural colour level • the % of greys • hair type: body - porosity - resistance - density - elasticity • the desired result.

standard preparation: 1+1.5

In a non-metallic bowl, pour 1 part of **milk_shake®** creative permanent colour and add 1.5 parts of **milk_shake® oxidizing emulsion 5 vol. 1.5%, 10 vol. 3%, 20 vol. 6%, 30 vol. 9%, 40 vol. 12%** (e.g.: 50 g colouring cream + 75g of **milk_shake® oxidizing emulsion 20 vol. 6%**).

high lifters: 1+2

In a non-metallic bowl, pour 1 part of **milk_shake®** creative permanent colour and add 2 parts of **milk_shake® oxidizing emulsion a 40 vol. 12% 40 vol. 12%** (e.g. 50 g "high lifter" colouring cream + 100 g **milk_shake® oxidizing emulsion 40 vol. 12%**).

application

Apply **milk_shake® colour specifics powerful protector** over the hairline. Wear gloves and apply the colour to dry, unwashed hair (should the hair be excessively greasy or loaded with styling products, cleanse the hair first).

type of service

Colouring with darker shades or the same base level shade: apply from roots to ends, process for 30 minutes.

Hair colour with lift (virgin application): apply the formula 2cm from regrowth to the ends, process for 15 minutes. Remove the colour from the hair, prepare the formula once more and apply from roots to ends. Process for another 40 minutes. The formula applied to lengths and ends should have higher volumes compared to the volumes used at the roots to obtain greater colour intensity and radiance.

Colour using the "high lifter" series (virgin application): apply the formula 2cm from regrowth to the ends and process for 20 minutes. Prepare the same formula again and apply to regrowth. Process for another 45-60 minutes.

Colour touch-up: apply the formula to the natural regrowth and process for 20-25 minutes. Next, to refresh the colour on lengths and ends, choose and apply a **milk_shake® direct colour** shade or a **milk_shake® smoothies** shade and process for another 5-10 minutes.

Colour touch-up using the "high lifter" series: apply the blend to the natural regrowth area and process for 45-60 minutes. To refresh the colour on lengths and ends choose and apply a **milk_shake® direct colour** shade or a **milk_shake® smoothies** shade, or a **milk_shake® the gloss** shade.

rinse

At the end of the processing time, add some warm water and massage the colour for approx. 2 mins, then rinse well and apply **milk_shake® colour specifics acid colour sealer**, distributing it over the hair. Work through the hair for 2-3 minutes without rinsing and proceed with cleansing using **milk_shake® colour sealing shampoo**, then condition using **milk_shake® colour sealing conditioner**, massage for 2 minutes, rinse and proceed with styling.

grey coverage

| % of greys | low% of greys (from 30% to 50%) | high % of greys (50% - 100%) |
|---------------------------------------|--|--|
| RECOMMENDED MIXTURE/FORMULA | Use 1/3 of the N – NN – NA – N+ series with 2/3 of the tonal series | Use 1/2 of the N – NN – NA – N+ series with 1/2 of the tonal series |
| milk_shake® oxidizing emulsion | milk_shake® oxidizing emulsion 10 vol./3% milk_shake® oxidizing emulsion 20 vol./6% milk_shake® oxidizing emulsion 30 vol./9% | milk_shake® oxidizing emulsion 10 vol./3% milk_shake® oxidizing emulsion 20 vol./6% milk_shake® oxidizing emulsion 30 vol./9% |
| MIXING RATIO | milk_shake® creative permanent colour must always be combined with a milk_shake® oxidizing emulsion in the following proportions: 1 part colouring cream + 1.5 parts oxidizing emulsion | milk_shake® creative permanent colour must always be combined with a milk_shake® oxidizing emulsion in the following proportions: 1 part colouring cream + 1.5 parts oxidizing emulsion |

mixing formula / processing time

| target | oxidiser volumes | processing time |
|------------------------------|---------------------------------------|-----------------|
| To darken | oxidizing emulsion 5 vol. 1.5% | max 20 mins* |
| For up to 1 level of lift | oxidizing emulsion 10 vol. 3% | 35 mins** |
| For up to 1-2 levels of lift | oxidizing emulsion 20 vol. 6% | 35 mins** |
| For up to 2-3 levels of lift | oxidizing emulsion 30 vol. 9% | 35 mins** |
| For up to 3-4 levels of lift | oxidizing emulsion 40 vol. 12% | 45 mins** |

*keep checking the hair during the toning phase.

**to increase coverage or tone intensity, leave the colour to process for a further 5 minutes.


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