

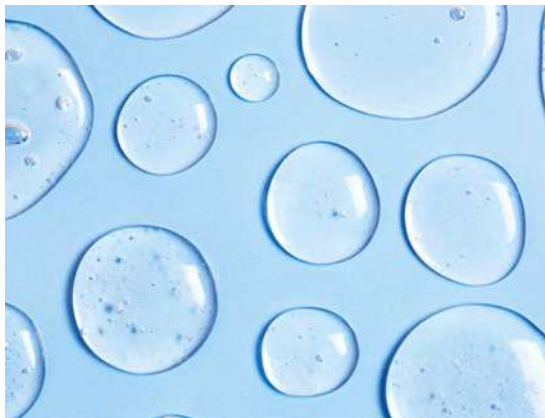


technical manual

milk
shake[®]
9 minutes

**quick conditioning
permanent hair colour**

z.one concept™



What is the value of 9 minutes

**The first permanent colour
for hair that guarantees
maximum results
in just 9 minutes**

A quick, delicate and conditioning colour that gives incredible shine and vibrant colour.

Guarantees maximum grey coverage with a long-lasting result.
Contains hyper-fermented daisy extract:

an innovative active ingredient rich in proteins, amino acids and vitamins that is an international exclusive.



Quick guide

The technical manual has been put together to help the salon professional better understand the features and application process of **milk_shake® 9 minutes quick conditioning permanent hair colour**. With this in mind, we recommend reading the entire manual attentively, as each chapter will provide knowledge on the features of the colour, but also give technical knowledge and information on choosing certain steps that will facilitate its application.

The guide that follows allows for a quick and immediate consultation of the various subjects contained within this manual.

The philosophy	p. 4
The technology	p. 4
The format	p. 5
Levels and tones	p. 6
The tonal series and chromatic wheel	p. 7
Choosing the developer	p. 10
The oxidisers	p. 10
Formula search table	p. 11
Mixing ratio	p. 12
The working method	p. 12
Preliminary sensitivity patch test	p. 13
Scalp analysis	p. 13
Hair analysis	p. 14
Protecting the client	p. 14
Formula mix	p. 15
Application	p. 15
Processing time	p. 18
Rinse	p. 18
Cleanse and condition	p. 18
Optimising the colour service	p. 19
Grey coverage	p. 19
Synergy and mixing of the shades in the colour chart	p. 21
The CLEAR shade	p. 23
High definition colour	p. 23
Conclusion	p. 24

The philosophy

milk_shake® 9 minutes was created to be used exclusively in professional salons. The experience and knowledge of the hairdresser combined with exclusive research by the **z.one** concept™ R&D department have created a fast, safe and guaranteed service for final consumers.

Colour that respects the hair colouring needs of any client who requires colour coverage that is shiny and rich in colour tones.

The **milk_shake**® 9 minutes service gives a perfect result whilst reducing application time by a third compared to a traditional permanent colour service.

36 mixable shades to give the salon professional the possibility to create any colour or tone. With its quick colouring action, **milk_shake**® 9 minutes **quick conditioning permanent hair colour** is ideal to touch up regrowth on hair that has been previously coloured with **milk_shake**® **creative colour**, guaranteeing complete coverage and a shiny, intense tone in just 9 minutes.

milk_shake® 9 minutes **quick conditioning permanent hair colour** can also be applied to lengths and ends if the colour needs to be darkened 2-3 levels.

The technology

An innovative active ingredient, a worldwide exclusive for **z.one** concept™

Hyper-fermented daisy extract

They appear during the first days of spring and flower in fields until June.

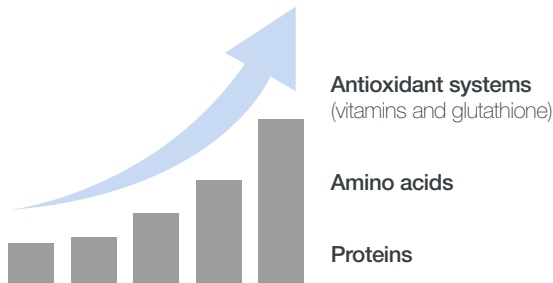
Their delicate appearance hides an extraordinary resistance - they can stand frost which can still occur at the beginning of spring, and do not suffer during heatwaves.

Such a small flower, so discreet and delicate, with little needs, yet adaptable to different conditions, resistant to cold (below -15°C) and to damp: these are the features that make it a winning plant. As well as being beautiful, daisies are rich in active ingredients such as resins, tannins, essential oils, etc.

A new technology

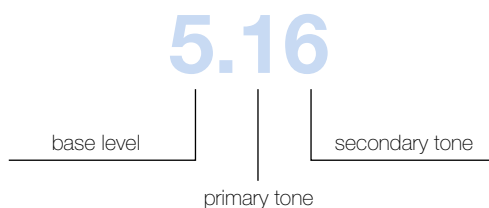
During bio-liquidation, daisies are treated with enzymes that decompose them into simpler parts. This releases precious molecules that become readily available for other processes. Next, in the following phase of fermentation, these precious molecules are attacked by microorganisms that transform these into active ingredients such as proteins, amino acids and vitamins.

The purpose of hyper-fermentation (the combination of bio-liquidation and fermentation) is to make active ingredients available that would not otherwise be obtained from fermentation alone.



The format

Each tube of **milk_shake® 9 minutes** contains 100 grams of colouring product. Its number code is in line with other **z.one** concept™ colours and respects the most common international number codes used. This makes it easy to choose the right shade to be combined with other colours, ensuring the salon professional cannot be mistaken and can easily identify the base level (level of colour intensity), the tone (predominant colour tone) and any secondary tones if present:



Levels and tones

Levels are the measurement of intensity of each colour.

The tones guarantee the character and differentiation of each single shade of the same level.

		number code	letter code	name of tone
D A R K	3 dark brown	.0	NN	more natural
		.1	A	ash
	4 brown	.11	AA	intense ash
		.13	AG	beige
M E D I U M	5 light brown	.3	G	golden
		.4	C	copper
	6 dark blond	.5	M	mahogany
		.6	R	red
	7 blond	.7	V	violet
		.8	B	moka
L I G H T	8 light blond	.81	BA	moka ash
		.16	AR	ash red
	9 very light blond	.31	GA	golden ash
		.35	GM	golden mahogany
	10 platinum blond	.41	CA	copper ash
		.14	AC	ash copper

milk_shake® 9 minutes allows the professional to easily choose the grey coverage level, the intensity of the level and ideal tone according to the client's request, and according to the analysis of the hair type.

milk_shake® 9 minutes interacts perfectly with the other **milk_shake**® colour products, to help the salon professional obtain any required result on base, lengths and ends. In this last case, the choice of ideal **milk_shake**® colour will be made according to the tone or levels that need to be intensified in relation to the desired result (see the chapter on APPLICATION).

Tonal series and the chromatic wheel

.0 **INTENSE NATURAL** brown tones.

Suitable for grey coverage and natural colour tones.

.1 **ASH** grey tones.

Ideal for cold colour tones and to neutralise orange/yellow tones. Combined with the natural series, it guarantees a natural/cold result.

.13 **BEIGE** beige tones.

Ideal for golden/cold tones. Neutral tone to illuminate medium and light base levels.

.3 **GOLDEN** golden tones.

Warms any medium or light base level. Combined with the copper series, according to the quantity used, it guarantees a combination of golden/copper or copper/golden tones.

.4 **COPPER** orange tones.

Bright and faithful to its name. Suitable for warm tones. Can be mixed with the golden series to obtain golden/copper or copper/golden tones, with the red series to obtain copper/red or red/copper tones or to “warm” the moka shades in the tonal series.

.5 **MAHOGANY** red/violet shade.

Full and intense tone. Combines the violet shade to red that remains predominant. Can be mixed with the red series to obtain a mahogany/red or red/mahogany tone.

.6 **RED** red tone.

Ideal to create balanced red tones. If greater intensity is needed, mix with the mahogany series. Added to the copper series, it gives warm and bright tones. For greater grey coverage, always add an intense natural series shade.

.7 **VIOLET** cold violet tone.

Intense violet tone. The presence of blue within the series guarantees intense, deep colour. Can be mixed with the red series to create red/violet tones.

. 31 **CHOCOLATE** warm brown tones.

Ideal for brown colour with warm tones. Delicate and soft, it guarantees a natural effect which is never banal. Good coverage.

. 35 **COFFEE** warm brown tones.

Ideal for neutral colour with character. Good coverage.

. 14 **CHOCOLATE** warm brown tone.

Very deep colour and very exclusive. Suitable to warm, dark skin tones. Good coverage.

. 16 **CHOCOLATE** chocolate brown tones.

Definitely one of the most appreciated brown tones, this shade guarantees vibrant, intense results. Good coverage.

. 41 **CHOCOLATE** copper brown tones.

Suitable for neutral colour with copper tones. Good coverage.

. 8 **MOKA** neutral brown tone.

Light, vibrant and exclusive brown. Ideal for vibrant and refined colour. Good coverage.

. 81 **MOKA** cold brown tone.

Very natural tone with cool brown tones. Helps to control warm tones during lifting. Good coverage.

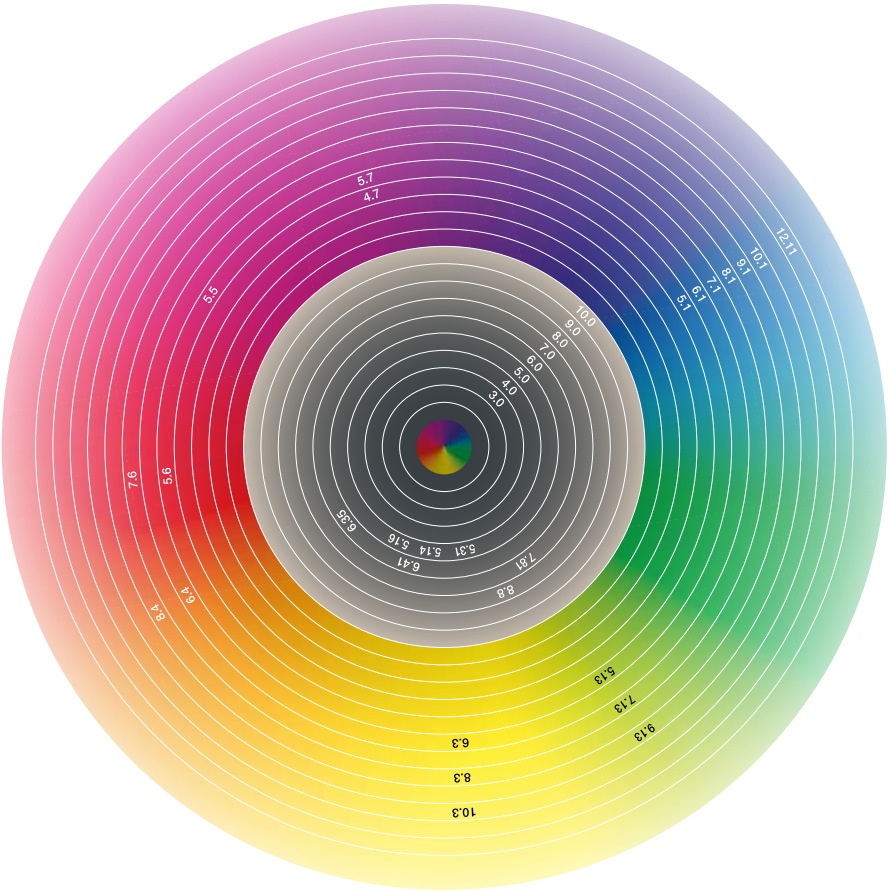
CLEAR colourless tone.

Neutral shade used to de-saturate any other shade. Can be added with various intensity to increase lifting and create lighter levels that aren't present in the colour chart.

Chromatic wheel

The correct reading of the colour wheel allows the salon professional to immediately identify the position of each shade both as a level and as a tone.

By using the colour wheel, a good technician will know how to choose what shade/s to use according to the objective and if the formula needs correcting before applying the colour.



Choosing the developer

milk_shake® 9 minutes quick conditioning permanent hair colour is always mixed with **milk_shake® oxidizing emulsion 10/20/30/40 vol.** according to the desired lift that is required.

FUNCTION: it develops the colouring pigments within the colour to create a stable blend that is even and radiant in terms of the resulting colour.

TECHNOLOGY: the developers contain the exclusive ingredient **Integrity 41®** that protects the colour for longer, as well as milk proteins, honey and fruit extracts.

Oxidising emulsion

milk_shake® 9 minutes quick conditioning permanent hair colour is always mixed with **milk_shake® oxidizing emulsion 10/20/30/40 vol.** according to the desired lift that is required.

milk_shake® oxidizing emulsion 10 vol. 3%
for maximum deposit of pigment.

milk_shake® oxidizing emulsion 20 vol. 6%
to maintain the same natural base level, for grey coverage and for lift up to 1 level.

milk_shake® oxidizing emulsion 30 vol. 9%
to colour and lift up to 2 levels. For grey coverage.

milk_shake® oxidizing emulsion 40 vol. 12%
to lift up to 3 levels. It's also the specific developer to be combined with the ultra blond series.



Formula search table

With our search table, the choice of developer to be mixed with **milk_shake®** 9 minutes **quick conditioning permanent hair colour** will be quick and easy.

How to use our formula search table:

1. Once the analysis of the hair has been done and the base level has been identified, it will be sufficient to move horizontally across the table to the desired level.
2. The number within the cell will indicate the volumes of **milk_shake® oxidizing emulsion** to be used (e.g. 20 = 20 vol. 6%).
3. **UB** means that to obtain that level, it is possible to use the ULTRA BLOND series.
4. **R** means that to obtain that level, it is necessary to re-pigment the hair (especially if the starting level is on previously lightened/lifted hair).
5. **D** means that to obtain that level, it is necessary to lighten the hair.

NATURAL LEVEL	TARGET LEVEL							
	3	4	5	6	7	8	9	10
1	30	40/UB	D	D	D	D	D	D
2	20	30	40/UB	D	D	D	D	D
3	10	20	30	40/UB	D	D	D	D
4	10	10	20	30	40/UB	D	D	D
5	10	10	10	20	30	40/UB	D	D
6	R	10	10	10	20	30	40/UB	D
7	R	R	10	10	10	20	30	40/UB
8	R	R	R	10	10	10	20	30/40
9	R	R	R	R	10	10	10	20/30

Mixing ratio

milk_shake® 9 minutes quick conditioning permanent hair colour is mixed with **milk_shake® oxidizing emulsion 10/20/30/40 vol.** with a mixing ratio that will be chosen according to the used shade:

STANDARD: 1 : 1 (e.g. 50 ml **milk_shake® 9 minutes quick conditioning permanent hair colour** + 50 ml **milk_shake® oxidizing emulsion**).

HIGH LIFTERS (ultra blonds): 1 : 2 (e.g. 50 ml **milk_shake® 9 minutes quick conditioning permanent hair colour** “high lifter” + 100 ml **milk_shake® oxidizing emulsion 40 vol. 12%**).

N.B. the **milk_shake® 9 minutes quick conditioning permanent hair colour** tube is 100 grams. Seeing as it is mostly applied to regrowth only, it is possible to do 3 applications with just one tube.

The working method

The result of every technical service is always guaranteed by a procedure that ensures the utmost safety as well as the best colour result. The **z.one** concept™ method for all our colours ensures that the objective is reached whilst protecting the client and salon professional. The working procedure is as follows:

- / STRAND TEST
- / SCALP ANALYSIS
- / HAIR ANALYSIS
- / CLIENT PROTECTION
- / MIXING
- / APPLICATION (regrowth – lengths and ends)
- / PROCESSING TIME
- / RINSE
- / CLEANSE & CONDITION

Let's analyse each step.

Preliminary sensitivity patch test

Cleanse a small area of the skin behind the ear or in the fold of the elbow using rubbing alcohol. Apply a small quantity of product, repeating this process three times. Allow it to dry and wait 48 hours without washing off. If in this time redness, swelling or itchiness should occur, avoid using the product. The test does not exclude the possibility of an allergic reaction following use of the product.

In the case of reaction during application (e.g. intense itchiness, burning, irritation, dizziness or feeling faint, respiratory difficulty and/or swelling of the eyes/face) rinse the hair immediately, stop using the product and consult a doctor immediately.

If in the days following the colour application issues such as itchiness, redness or irritation of the skin or scalp, swelling of the eyes/face, blisters and/or flakiness of the skin or scalp should occur, consult a doctor immediately. Follow these instructions and precautions and ask the client to read them.

Scalp analysis

This is a very important step to establish if the service can be done and what steps need to be taken.

Scalp analysis is always fundamental to guarantee the integrity of the result.

During the processing time, an irritated scalp can create a sense of itchiness or irritation which can create discomfort for the client.

If, during the analysis, the scalp appears red or irritated, it is advised to evaluate whether it is possible to perform the service or apply any pre-colour treatments which can help to reduce any unwanted sensation.

Hair analysis

In this phase, the important steps to evaluate are the structure and natural or cosmetic colour on the hair.

STRUCTURE: we know that a damaged hair structure can have an impact on the result and the hold of the colour.

In the case of **milk_shake®** 9 minutes **quick conditioning permanent hair colour**, as we have said before, the use is in most cases related to application to regrowth that in this case, is natural, therefore we can rest assured that the hair is in its optimal state.

As for lengths and ends, always follow the instructions and apply **milk_shake® pro colour equalizer** before applying the chosen shade to lengths and ends.

For a correct analysis, it is important to:

- / examine the condition of the hair, its porosity and colour (natural, colour-treated, mixed).
- / decide the desired objective with the client.
- / consider the percentage of greys.
- / consider if it should be darkened or lifted and how many levels, or apply colour maintaining the same level.
- / choose the developer suitable for the service to be applied.

Protecting the client

Protecting the client means everything that can protect the client's clothing and can guarantee a state of comfort from the start of the service.

PROTECTING CLOTHING: to protect clothing, it's sufficient but nonetheless important to give the client a kimono and/or disposable cape to avoid any stains on their clothing which can be very unpleasant.

PROTECTING THE FACE: **milk_shake® powerful protector** is a protective pre-colour fluid. It protects the scalp from irritation and redness during technical services and also avoids colour staining on the skin, without affecting the colour. It is applied evenly over the scalp and hairline before the technical service.

PROTECTING THE HAIR: if during the hair analysis phase, the hair presents very porous areas, before applying the colour it is fundamental to use **milk_shake® pro colour equalizer** that evens-out and strengthens the hair's structure before colouring, guaranteeing an even colour result. Spray over hair before each colouring service.

Mixing

The mixing ratio has already been mentioned in a previous chapter. Remember that the mixing ratio for **milk_shake® 9 minutes quick conditioning permanent hair colour** is 1 : 1 (e.g. 50 ml **milk_shake® 9 minutes quick conditioning permanent hair colour** + 50 ml **milk_shake® oxidizing emulsion**), whereas for ULTRA BLONDS 1 : 2 (e.g. 50 ml **milk_shake® 9 minutes quick conditioning permanent hair colour** + 100 ml **milk_shake® oxidizing emulsion** a 40 vol. 12%). We remind you that the formula must be mixed together properly, blending the colour cream and oxidiser well. If the formula is not mixed well, abnormal situations could arise such as scarce grey coverage and/or problems with itchiness. We advise to always mix well with the brush for at least 60 seconds.

REMEMBER! If the formula is mixed with a brush, it is advised to change brushes when applying the colour to the roots.

Application

The application of **milk_shake® 9 minutes quick conditioning permanent hair colour** will determine the quality of the final result. Colour with such a quick processing time must be applied correctly over the area that requires colouring. If the colour is used on regrowth, pay attention to not go over the previously coloured hair. This, as for any other cosmetic colour, could create blocks of uneven colour. The application time must be monitored and, with the processing time of 9 minutes, the time that we advise is maximum 10 minutes.

When talking about applying colour, it is important to differentiate between colour deposit, which must be done on regrowth, and the colour which should then be

applied to lengths. **milk_shake® 9 minutes quick conditioning permanent hair colour** interacts with all the other colour ranges from **milk_shake®** and its specific technology is ideal to touch up regrowth, whereas to colour lengths, according to each individual case, the hairdresser can choose from: **milk_shake® conditioning direct colour**, **milk_shake® smoothies** **milk_shake® creative**, or **milk_shake® 9 minutes quick conditioning permanent hair colour**.

First, establish the real natural or cosmetic colour on the hair, which is fundamental in order to choose the correct volumes to be used on the regrowth area (see formula search table), and to choose the colour shade to be used on lengths and ends that in this case will be determined by the number of levels or tones that need to be recuperated.

The cases and variables are diverse, we have chosen the most common that are seen on a daily basis in the salon:

A. regrowth colour and recuperating tone on lengths

B. regrowth colour and recuperating max. 1 level on lengths

C. regrowth colour and recuperating 2-3 levels on lengths

A. RECUPERATING TONE

When the client returns to the salon, they have natural regrowth whereas the colour on lengths and ends maintains its target level but has lost tone and shine.

Recommended procedure: prepare and apply **milk_shake® 9 minutes quick conditioning permanent hair colour** on regrowth – Process for 9 minutes – Rinse – Cleanse – Apply **milk_shake® conditioning direct colour** or **milk_shake® your hair cocktail (conditioning direct colour + whipped cream)** and leave in for 5 minutes – Rinse – Condition – Rinse.

N.B. as an alternative to **milk_shake® conditioning direct colour** or **milk_shake® your hair cocktail**, **milk_shake® colour whipped cream** can also be applied and doesn't require rinsing, speeding up the process further.

B. RECUPERATING UP TO 1 LEVEL

When the client returns to the salon, they have natural regrowth whereas the colour on lengths and ends has lost maximum 1 level of colour tone.

Recommended procedure: prepare two different blends at the same time: for regrowth, **milk_shake® 9 minutes quick conditioning permanent hair colour**

whereas for the areas that have lost 1 level, prepare a blend of **milk_shake® smoothies** (alternatively **milk_shake® creative**) with corresponding tone and shade.

Apply **milk_shake® 9 minutes quick conditioning permanent hair colour** on regrowth and start the processing time of 9 minutes – Immediately apply **milk_shake® smoothies/creative** over necessary areas and process for the remaining time – Rinse – Cleanse and condition – Rinse.

REMEMBER: the application on lengths and ends must be quick and the colouring formula applied to this area must be mixed with the activator/oxidiser with lower volumes and must be left to process for at least 5 minutes.

C. RECUPERATING UP TO 2 LEVELS

When the client returns to the salon, they have natural regrowth whereas the colour on lengths and ends has lost maximum 2 levels of colour and tone.

In this case, the ideal colour to apply both on regrowth and lengths and ends is **milk_shake® 9 minutes quick conditioning permanent hair colour**.

Recommended procedure: prepare the **milk_shake® 9 minutes quick conditioning permanent hair colour** blend for regrowth, lengths and ends.

WARNING: often two separate blends will have to be prepared at once for regrowth and lengths and ends. The blend for regrowth must be prepared using **milk_shake® oxidizing emulsion** in the ideal volumes for lifting or grey coverage, whereas for lengths and ends where the hair needs to be darkened, the correct oxidiser will be **milk_shake® oxidizing emulsion** at 10 vol.

Apply **milk_shake® 9 minutes quick conditioning permanent hair colour** on regrowth and immediately on lengths and ends – Process for 9 minutes – Rinse – Cleanse and condition – Rinse.

WARNING: to avoid lengths and ends from potentially going darker, add ¼ of clear to your formula which will make the results radiant and shiny.

REMEMBER: once the colour has been applied, remove any stains from forehead, ears and neck by using cotton wool with **milk_shake® instant remover** which removes any colour residue from the skin with a delicate stain removing action, leaving skin perfectly clean.

Processing time

The technology within **milk_shake®** 9 minutes **quick conditioning permanent hair colour** differs from other traditional colours as the processing time is 9 minutes for all the different developers needed for its application.

Only the ULTRA BLOND series has an increased processing time of 20 minutes.

WARNING: prolonging the processing time will darken and saturate the colour level:

9 MINUTES: TARGET LEVEL REACHED

20 MINUTES: ½ LEVEL MORE INTENSITY

30 MINUTES: 1 LEVEL MORE INTENSITY

Rinse

Once the processing time has been completed, take the client to the backwash and lather the product gently into scalp and hair. Rinse by adding a little water at a time until an even creamy texture is obtained. Rinse completely with water until the product has been removed, then proceed with cleansing and conditioning.

Cleanse and condition

This phase is important to guarantee the perfect cleansing of the scalp and hair, but also to create a moment of wellbeing after the colouring service for clients. **milk_shake® colour specifics** ends the colour service with a system that eliminates any chemical residue from scalp and hair, cleansing gently and conditioning the hair, sealing the cosmetic pigments within the hair.

1st STEP: **milk_shake® acid colour sealer** is to be applied to close the cuticles after each technical service, sealing the colour within the hair. After having rinsed out the colour, apply **milk_shake® acid colour sealer** evenly over hair, avoiding the scalp. Leave in for 3 minutes and without rinsing, proceed with **milk_shake® colour sealing shampoo**.

2nd STEP: milk_shake® colour sealing shampoo cleanses the hair gently, sealing the colour and improving the longevity of the colour, enhancing shine. Apply after **milk_shake® acid colour sealer**, lather and rinse.

3rd STEP: milk_shake® colour sealing conditioner conditions the hair after colouring and seals the cuticle, sealing the cosmetic pigments within the hair, giving the colour greater longevity and enhancing shine.

Optimising the colour service

In this chapter, we will get to know some rules and important suggestions that will allow us to improve our colouring service in terms of:

- / GREY COVERAGE
- / SYNERGY BETWEEN SHADES IN THE COLOUR CHART
- / THE CLEAR SHADE
- / **milk_shake® 9 minutes quick conditioning permanent hair colour**
IN HIGH DEFINITION

Grey coverage

Grey coverage is still one of the most required services and the hairdresser therefore needs a guaranteed colouring product. If coverage is not achieved, this can depend on the wrong choice of shade/blend, or the hair may be resistant and not absorb the colour molecules as well as it should. As with all colour, the Intense Natural series is the most suitable for grey coverage in **milk_shake® 9 minutes quick conditioning permanent hair colour**. If there is a low, medium or high percentage of greys, the objective is to have natural looking colour, so the hairdresser's choice will be easy as they will just have to mix the same shade as the desired level.

E.g. natural colour 5 light brown – percentage of greys 30-70% target colour 5.0
Colour formula: **milk_shake**® 9 minutes 5.0 + **milk_shake**® oxidizing emulsion 20 vol. (6%).

If the target colour is a colour tone, the fashion shade must always be mixed with a percentage of Natural Intense shade.

E.g. natural colour 5 light brown - percentage of greys 30-70% - target colour 5.6
Colour formula: ¼ **milk_shake**® 9 minutes 5.0 + ¾ 5.6 + **milk_shake**® oxidizing emulsion 20 vol. (6%).

WARNING: the percentage of Natural Intense shade to be added to the mix changes according to the quantity of greys. For a quicker and safer choice, consult this table:

GREY COVERAGE WITH FASHION SHADES

SERIES	0-30 % GREYS	30-70% GREYS	70-100% GREYS
INTENSE NATURAL	target fashion shade + milk_shake ® oxidizing emulsion	¼ intense natural series (target level) + ¾ fashion shade (target level) + milk_shake ® oxidizing emulsion	½ intense natural series (target level) + ½ fashion shade (target level) + milk_shake ® oxidizing emulsion

REMEMBER: the Moka, Chocolate and Coffee series contain brown tones of different levels. These series have discreet grey coverage on their own. If the hair is resistant or refracts colour, we recommend adding ¼ of the Intense Natural series to the mix.

Synergy and mixing of the shades in the colour chart

The number of shades in the **milk_shake® 9 minutes quick conditioning permanent hair colour chart** is 36.



The reduced number of shades guarantees the perfect balance of levels within the colour chart and with simple, logical mixes, intermediate shades can be obtained.

Thus **milk_shake® 9 minutes quick conditioning permanent hair colour** reduces costs and space needed to stock colour tubes, giving the professional the guarantee that they can perform any colour service required even if the shade is not in the colour chart, which can be easily reproduced.

To help the salon professional, we have included this chart with a series of tested mixes from our laboratories.

Further to the 36 shades in the colour chart, these blends give another 24 shades which make the colour chart complete up to 60 shades.

BEIGE	6.13	6AG	$\frac{1}{2}$ 5.13 + $\frac{1}{2}$ 7.13	ash golden dark blond
	8.13	8AG	$\frac{1}{2}$ 7.13 + $\frac{1}{2}$ 9.13	ash golden light blond
	10.13	10AG	$\frac{3}{4}$ 9.13 + $\frac{1}{4}$ CLEAR	ash golden platinum lightest blond
PURE GOLD	7.3	7G	$\frac{1}{2}$ 6.3 + $\frac{1}{2}$ 8.3	golden medium blond
	9.3	9G	$\frac{1}{2}$ 8.3 + $\frac{1}{2}$ 10.3	golden very light blond
	8.34	8GC	$\frac{3}{4}$ 8.3 + $\frac{1}{4}$ 8.4	golden copper light blond
	9.34	9GC	$\frac{3}{4}$ 10.3 + $\frac{1}{4}$ 8.4	golden copper very light blond
COPPER	6.43	6CG	$\frac{1}{2}$ 6.4 + $\frac{1}{2}$ 6.3	copper golden dark blond
	7.43	7CG	$\frac{1}{2}$ 8.4 + $\frac{1}{2}$ 6.3	copper golden medium blond
	8.43	8CG	$\frac{1}{2}$ 8.4 + $\frac{1}{2}$ 8.3	copper golden light blond
	7.4	7C	$\frac{1}{2}$ 6.4 + $\frac{1}{2}$ 8.4	copper medium blond
	9.4	9C	$\frac{1}{2}$ 8.4 + $\frac{1}{2}$ CLEAR	copper very light blond
MAHOGANY	6.54	6MC	$\frac{3}{4}$ 6.4 + $\frac{1}{4}$ 5.5	mahogany copper dark blond
	5.56	5MR	$\frac{1}{2}$ 5.5 + $\frac{1}{2}$ 5.6	mahogany red light brown
	6.56	6MR	$\frac{1}{2}$ 5.5 + $\frac{1}{2}$ 7.6	mahogany red dark blond
RED	6.6	6R	$\frac{1}{2}$ 5.6 + $\frac{1}{2}$ 7.6	red dark blond
	6.61	6RA	$\frac{3}{4}$ 5.5 + $\frac{1}{4}$ 6.1	red ash dark blond
	5.67	5RV	$\frac{3}{4}$ 5.6 + $\frac{1}{4}$ 4.7	red violet light brown
CHOCOLATE	4.14	4AC	$\frac{3}{4}$ 5.14 + $\frac{1}{4}$ 4.0	ash copper medium brown
	4.16	4AR	$\frac{3}{4}$ 5.16 + $\frac{1}{4}$ 4.0	ash red medium brown
	4.31	4GA	$\frac{3}{4}$ 5.31 + $\frac{1}{4}$ 4.0	golden ash intense medium brown
	6.31	6GA	$\frac{3}{4}$ 5.31 + $\frac{1}{4}$ CLEAR	golden ash dark blond
	7.41	7CA	$\frac{3}{4}$ 6.41 + $\frac{1}{4}$ CLEAR	copper ash medium blond
COFFEE	7.35	7GM	$\frac{3}{4}$ 6.35 + $\frac{1}{4}$ CLEAR	golden mahogany medium blond

The CLEAR shade

CLEAR is a special colourless shade. Its function within the colour chart is specific and very useful. CLEAR can be used to desaturate any shade and create lighter levels that aren't in the colour chart. CLEAR also has a greater alkalinity compared to "normal" shades, therefore it can be mixed with other colours to increase lift.

DE-SATURATE when the client asks for a colour that is 1 level lighter but of the same tone compared to the shade in the colour chart, CLEAR can be mixed as 50% of the total amount of formula.

E.g. natural colour 5 light brown – target colour 7.41 (6.41 is in the chart).

Colour formula: ½ **milk_shake**® 9 minutes 6.41 + ½ CLEAR + **milk_shake**® oxidizing emulsion 30 vol. (9%) – dilution 1 : 1.

FOR MORE LIFT, CLEAR has the same base as other colours and so can be mixed perfectly with all shades to increase lift. This service is important when the hair that requires lift is particularly coarse or resistant. To increase lift, add ¼ CLEAR to the colour formula.

E.g. natural colour 4 brown – target colour 7.0 (coarse, resistant hair).

Colour formula: ¾ **milk_shake**® 9 minutes 7.1 + ¼ CLEAR + **milk_shake**® oxidizing emulsion 30 vol. (9%) – dilution 1 : 1.

High definition colour

Another exclusive service that can be offered to clients is high definition colour. **milk_shake**® 9 minutes **quick conditioning permanent hair colour** can be mixed with **milk_shake**® **illuminate pure pigment** to create an infinite variety of colour tones, with maximum definition and tone and shine.

milk_shake® **illuminate pure pigment** supports the colouring precursors within the hair, acting on the outside and enveloping the hair's cuticle with a spiral. In this way, it gives incredible shine and colour superposition and creates the illusion of FULL HD hair colour that changes according to the light of the environment.

With this synergy, the colouring service increases and customises the intensity of

colour tones, creating extraordinary colour that cannot be replicated by mixing other cosmetic colourants.

MIXTURE add 10 drops or 5% or 20% of the chosen **milk_shake® pure pigment** shade to **milk_shake® 9 minutes quick conditioning permanent hair colour**. According to the quantity of **milk_shake® pure pigment** chosen, the colour effect and definition will increase.

Conclusion

This manual was created to inform the salon professional on the features and characteristics of **milk_shake® 9 minutes quick conditioning permanent hair colour**.

We have included everything that we believe is important to know to guarantee that the service can be performed safely. As we know, in colouring, the cases we encounter each and every day in the salon are varied, infinite.

As well as following the guidelines of this manual, it is always good practice to adopt and use all our knowledge that we have learned during our training and professional experience.



**Rediscover
the value
of time
for your
beauty.**



milk_shake[®]

9 minutes

z.one concept[™]

Panzeri Diffusion s.r.l. _ Via Brodolini, 30
21046 Malnate (VA) _ ITALY

Z110MATM0676

zoneconceptofficial



milkshakehairofficial



info@z-oneconcept.com



z-oneconcept.com



made in italy

