

— milk_shake® —

INTRO DEALS 24





Find your
**natural
beauty**

milk_shake[®]
is a range of professional
hair care products that
**believes in simple,
joyful, spontaneous beauty.**

Our secret is the combination of ingredients
of natural origin, such as
milk proteins and **fruit extracts**,
to take care of all hair types.



EXPERIENCE BEAUTY NATURALLY

milk_shake haircare and hair color products make the most of the benefits of nature, and offer dedicated solutions for all hair types. Natural ingredients, such as milk and yogurt proteins and fruit extracts, enhance hair's natural beauty. From cleansing to styling, each haircare step has been carefully devised to provide visible results in terms of both the appearance and health of hair.

Our products are created with an awareness of their environmental impact and a solid commitment to minimize such impacts. By reducing sulphates, parabens and sodium chloride in our formulas and opting for packaging and printed materials that can be recycled, we take action to make our products healthier for hair and the planet.

HAIRCARE & STYLING

milk_shake haircare and styling products are designed to make any hair concern a thing of the past. Step-by-step, **milk_shake** will take you on a deliciously scented, luxurious journey, resulting in vibrant, healthy-looking hair.

Milk protein has a nourishing and highly conditioning effect on hair's structure making it an integral ingredient in **milk_shake** products. The results include increased volume, elasticity, and damage repair, while maintaining and enhancing hair color. For a complete sensorial experience **milk_shake** products have also been given unique and irresistibly sweet fragrances.

HAIR COLOR

The many long-lasting shades found in the milk_shake color range are available in permanent, semi-permanent and direct color formulas. Each one guarantees high color stability, quality and pigment purity. Hair colored with milk_shake hair color is always soft, shiny and manageable, with gorgeous intense tones and highlights. milk_shake color also provides excellent grey coverage.

NATURAL BEAUTY WITHOUT COMPROMISE

We strive to use natural and organic ingredients without compromising the quality of the formulas or the results. Each active ingredient is selected for its nourishing and aesthetic effects that promote weightless hair with maximum vitality and shine.

CONNECT WITH US

 milkshakehairpro.com

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 Technical Hotline

973 767 7878



HAIR CARE

milk_shake EXPERIENCE

SAVE
\$1,769.70

- 6 color maintainer shampoo 10.1 oz
- 6 color maintainer conditioner 10.1 oz
- 6 deep conditioning mask 6.8 oz
- 6 leave In conditioner 11.8 oz
- 6 incredible milk 5.1 oz
- 6 insta.light shampoo 10.1 oz
- 6 insta.lotion 8.4 oz

make my day

- 3 make my day shampoo 10.1 oz
- 3 make my day conditioner 8.4 oz
- 3 whipped cream 6.8 oz

flower power

- 3 color maintainer shampoo flower 10.1 oz
- 3 color maintainer conditioner flower 10.1 oz
- 3 leave In conditioner flower edition 11.8 oz
- 3 incredible milk flower 5.1 oz
- 3 whipped cream flower 6.8 oz

silver shine

- 3 silver shine shampoo 10.1 oz
- 3 silver shine light shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz
- 3 silver shine toning spray 3.4 oz

integrity

- 3 integrity nourishing shampoo 10.1 oz
- 3 integrity nourishing conditioner 10.1 oz
- 3 integrity intensive treatment 6.8 oz
- 3 integrity nourishing muru muru butter 6.8 oz 3
- integrity incredible oil 1.7 oz

moisture plus

- 3 moisture plus shampoo 10.1 oz
- 3 moisture plus conditioner 8.4 oz
- 3 moisture plus whipped cream 6.8 oz
- 3 moisture plus lotion 6 x 0.4 oz

volume solution

- 3 volumizing shampoo 10.1 oz
- 3 volumizing conditioner 10.1 oz
- 3 volumizing styling 5.9 oz

curl passion

- 3 curl passion shampoo 10.1 oz
- 3 curl passion conditioner 10.1 oz
- 3 curl passion mask 8.4 oz
- 3 curl passion leave in 10.1 oz
- 3 curl passion primer 6.8 oz
- 3 curl passion defining gel 6.8 oz
- 3 curl passion enhancing fluid 6.8 oz
- 3 curl passion curl shaper 6.8 oz
- 3 curl passion curl perfectionist 6.8 oz

icy blond

- 3 icy blond shampoo 10.1 oz
- 3 icy blond conditioner 8.4 oz
- 3 icy blond toning spray 3.4 oz

cold brunette

- 3 cold brunette shampoo 10.1 oz
- 3 cold brunette conditioner 8.4 oz
- 3 cold brunette toning spray 3.4 oz

***All Intro Deals have a one purchase limit per stylist**

This intro package contains the full range of shampoos, conditioners and treatments plus the premium merchandising kit to make your salon look gorgeous.

scalp care

- 3 purifying blend shampoo 10.1 oz
- 3 normalizing blend shampoo 10.1 oz
- 3 energizing blend shampoo 10.1 oz
- 3 energizing blend conditioner 10.1 oz
- 3 energizing blend treatment 1.1 oz
- 3 deep detox shampoo 10.1 oz

no frizz

- 3 glistening argan oil 1.7 oz
- 3 glistening milk 4.2 oz
- 3 glistening spray 3.4 oz
- 3 glistening serum 3.4 oz

lifestyling

- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling dry shampoo 4.75 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling liquid styler 8.4 oz
- 3 lifestyling styling potion 5.9 oz
- 3 lifestyling Texturizing Cream 3.4 oz
- 3 lifestyling Freehand Paste 3.4 oz
- 3 lifestyling Design Wax 3.4 oz
- 3 lifestyling texturizing spritz 5.9 oz
- 3 lifestyling fixing paste 3.4 oz
- 3 lifestyling powder 0.18 oz
- 3 lifestyling blow-dry primer 6.8 oz
- 3 lifestyling medium hold gel 6.8 oz
- 3 lifestyling amazing 6.8 oz
- 3 lifestyling amazing curl & waves 6.8 oz

FREE back bar and marketing

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 deep conditioning mask 16.8 oz
- 1 leave In conditioner 16.9 oz (Jumbo)
- 1 silver shine shampoo 33.8 oz
- 1 silver shine conditioner 33.8 oz
- 1 integrity nourishing shampoo 33.8 oz
- 1 integrity nourishing conditioner 33.8 oz
- 1 integrity intensive treatment 16.8 oz
- 1 moisture plus shampoo 33.8 oz
- 1 moisture plus conditioner 33.8 oz
- 1 insta.light shampoo 33.8 oz
- 1 insta.lotion 16.8 oz
- 3 wooden floor expo
- 72 assorted foil pack samples
- 48 milk_shake shoppers
- 4 milk_shake stylist apron
- 4 milk_shake client gown
- 4 milk_shake cutting cape
- 4 milk_shake technical cape
- 1 milk_shake OPEN/CLOSED sign
- 1 milk_shake brand desk expo
- 2 milk_shake poster
- 3 milk_shake brochure
- 1 yellow milks_shake window sticker

milk_shake
TOP SELLERS

SAVE
\$651.30

- 3 color maintainer shampoo 10.1 oz
- 3 color maintainer conditioner 10.1 oz
- 6 leave In conditioner 11.8 oz
- 6 incredible milk 5.1 oz
- 3 insta light shampoo 10.1 oz
- 3 insta lotion 8.4 oz

flower power

- 3 color maintainer shampoo flower 10.1 oz
- 3 color maintainer conditioner flower 10.1 oz
- 3 leave In conditioner flower edition 11.8 oz

silver shine

- 3 silver shine shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz

integrity

- 3 integrity nourishing shampoo 10.1 oz
- 3 integrity nourishing conditioner 10.1 oz

moisture plus

- 3 moisture plus shampoo 10.1 oz
- 3 moisture plus conditioner 8.4 oz

icy blond

- 3 icy blond shampoo 10.1 oz
- 3 icy blond conditioner 8.4 oz

lifestyling

- 3 lifestyling dry shampoo 4.75 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling amazing 6.8 oz
- 3 lifestyling blow-dry primer 6.8 oz

FREE back bar and marketing

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 leave In conditioner 16.9 oz (Jumbo)
- 1 silver shine shampoo 33.8 oz
- 1 silver shine conditioner 33.8 oz
- 1 moisture plus shampoo 33.8 oz
- 1 moisture plus conditioner 33.8 oz
- 1 wooden floor expo
- 48 assorted foil pack samples
- 24 milk_shake shoppers
- 2 milk_shake stylist apron
- 2 milk_shake client gown
- 2 milk_shake cutting cape
- 2 milk_shake technical cape
- 1 milk_shake OPEN/CLOSED sign
- 1 yellow milk_shake window sticker
- 1 milk_shake brand desk expo
- 1 milk_shake poster
- 3 milk_shake brochure



BEST of the BEST

SAVE
\$263.00

- 3 leave In conditioner 11.8 oz
- 3 incredible milk 5.1 oz
- 3 whipped cream 6.8 oz
- 3 leave in conditioner flower 11.8 oz
- 3 color maintainer shampoo 10.1 oz
- 3 color maintainer conditioner 10.1 oz
- 3 moisture plus shampoo 10.1 oz
- 3 moisture plus conditioner 8.4 oz
- 3 icy blond shampoo 10.1 oz
- 3 silver shine shampoo 10.1 oz

FREE products

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 silver shine shampoo 33.8 oz
- 1 moisture plus shampoo 33.8 oz
- 1 moisture plus conditioner 33.8 oz
- 1 leave In conditioner 16.9 oz (Jumbo)
- 1 milk_shake OPEN/CLOSED sign
- 1 milk_shake stylist apron
- 1 milk_shake cutting cape
- 1 milk_shake technical cape
- 1 milk_shake brand desk expo
- 1 milk_shake poster
- 1 milk_shake brochure

These intro packages contain the most popular retail shampoos, conditioners and backwash products plus a merchandising kit to make your salon look fabulous.

2023 Wrapped

Your top **milk_shake**[®] picks from the past year

Here are YOUR top 10 favorite milk_shake products from the past year. You love them, your clients love them, and these popular products are the perfect way to kick off your retail in the new year!

milk_shake Top 10

SAVE \$40

- leave-in conditioner 11.8 oz
- incredible milk 5.1 oz
- icy blond shampoo 10.1 oz
- silver shine shampoo 10.1 oz
- color maintainer shampoo 10.1 oz
- color maintainer conditioner 10.1 oz
- leave-in conditioner flower edition 11.8 oz
- moisture plus conditioner 8.4 oz
- moisture plus shampoo 10.1 oz
- icy blond conditioner 8.4 oz
- milk_shake brochure

PRO TIP:

Have you heard of the Hero Strategy? This retail approach uses the products that sell consistently well as the foundation for your sales strategy. It's simple, intuitive, and effective.

Read about how to use a Hero Strategy to boost salon retail sales on our blog.



Make My Day Intro

SAVE
\$55.00

- 4 make my day shampoo 10.1 oz
- 4 make my day conditioner 10.1 oz
- 4 whipped cream 6.8 oz

FREE products

- 1 make my day shampoo 33.8 oz
- 1 make my day conditioner 33.8 oz



Color Care Intro

SAVE
\$79.50

- 6 color maintainer shampoo 10.1 oz
- 6 color maintainer conditioner 10.1 oz
- 4 deep conditioning mask 6.8 oz

FREE products

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 deep conditioning mask 16.8 oz



Flower Power Intro

SAVE
\$103.00

- 4 color maintainer shampoo flower 10.1 oz
- 4 color maintainer conditioner flower 10.1 oz
- 4 leave in conditioner flower 11.8 oz
- 4 incredible milk flower 5.1 oz

FREE products

- 4 whipped cream flower 6.8 oz
- 1 color maintainer shampoo flower 33.8 oz
- 1 color maintainer conditioner flower 33.8 oz



Moisture Plus

SAVE
\$77.50

- 4 moisture plus shampoo 10.1 oz
- 4 moisture plus conditioner 8.4 oz
- 4 moisture plus whipped cream 6.8 oz
- 2 moisture plus lotion 6 x 0.4 oz

FREE products

- 1 moisture plus shampoo 33.8 oz
- 1 moisture plus conditioner 33.8 oz
- 1 moisture plus lotion 6 x 0.4 oz



Integrity System

SAVE
\$102.50

- 4 integrity nourishing shampoo 10.1 oz
- 4 integrity nourishing conditioner 10.1 oz
- 4 integrity intensive treatment 6.8 oz
- 2 integrity nourishing muru muru butter 6.8 oz
- 2 integrity incredible oil 1.7 oz

FREE products

- 1 integrity nourishing shampoo 33.8 oz
- 1 integrity nourishing conditioner 33.8 oz
- 1 integrity intensive treatment 16.8 oz
- 1 integrity repairing hair lotion 8 vials 0.4 oz



Volume Solution

SAVE
\$55.00

- 4 volumizing shampoo 10.1 oz
- 4 volumizing conditioner 10.1 oz
- 4 volumizing styling 5.9 oz

FREE Back Bar

- 1 volumizing shampoo 33.8 oz
- 1 volumizing conditioner 33.8 oz



Icy Blond

SAVE
\$61.50

- 4 icy blond shampoo 10.1 oz
- 4 icy blond conditioner 8.4 oz
- 4 icy blond toning spray 3.4 oz

FREE products

- 1 icy blond shampoo 33.8 oz
- 1 icy blond conditioner 33.8 oz



Cold Brunette

SAVE
\$61.50

- 4 cold brunette shampoo 10.1 oz
- 4 cold brunette conditioner 8.4 oz
- 4 cold brunette toning spray 3.4 oz

FREE products

- 1 cold brunette shampoo 33.8 oz
- 1 cold brunette conditioner 33.8 oz



Silver Shine

SAVE
\$90.00

- 4 silver shine shampoo 10.1 oz
- 4 silver shine light shampoo 10.1 oz
- 4 silver shine conditioner 8.4 oz
- 4 silver shine toning spray 3.4 oz

FREE products

- 1 silver shine shampoo 33.8 oz
- 1 silver shine light shampoo 33.8 oz
- 1 silver shine conditioner 33.8 oz



Curl Passion

SAVE
\$108.00

- 3 curl passion shampoo 10.1 oz
- 3 curl passion conditioner 10.1 oz
- 3 curl passion mask 8.4 oz
- 2 curl passion leave in 10.1 oz
- 2 curl passion primer 6.8 oz
- 2 curl passion defining gel 6.8 oz
- 2 curl passion enhancing fluid 6.8 oz
- 2 curl passion curl shaper 6.8 oz
- 2 curl passion curl perfectionist 6.8 oz

FREE products

- 1 curl passion shampoo 33.8 oz
- 1 curl passion conditioner 33.8 oz
- 1 curl passion mask 16.8 oz



Scalp Care

SAVE
\$85.50

- 6 purifying blend shampoo 10.1 oz
- 6 normalizing blend shampoo 10.1 oz
- 6 deep detox shampoo 10.1 oz

FREE products

- 1 purifying blend shampoo 33.8 oz
- 1 normalizing blend shampoo 33.8 oz
- 1 deep detox shampoo 33.8 oz



Energizing Blend

SAVE
\$74.50

- 6 energizing blend shampoo 10.1 oz
- 6 energizing blend conditioner 10.1 oz
- 6 energizing blend treatment 1.1 oz

FREE products

- 1 energizing blend treatment 1.1 oz
- 1 energizing blend shampoo 33.8 oz
- 1 energizing blend conditioner 33.8 oz
- 1 energizing blend brochure



milk shake[®] deep detox shampoo

RESTORE YOUR
HAIR'S NATURAL
BEAUTY

/ remove excess
grease and the
build-up of heavy
metals from
hard water

/ protect your
hair from styling
product build-up



CAMELLIA SINENSIS

Green tea leaves, packed with vitamins, minerals and other microelements, have an antioxidant and soothing action on the scalp.



MILK PROTEINS

Give strength and nourishment, and contribute to keeping the hair soft and manageable, avoiding dehydration.



IN-SALON TREATMENTS

in-salon treatments

k-respect smoothing treatment

SAVE
\$55.00

- 1 k-respect smoothing treatment 8.4 oz
- 1 k-respect preparing shampoo 25 oz
- 1 k-respect smoothing shampoo 8.4 oz
- 1 k-respect smoothing conditioner 8.4 oz
- 2 k-respect dispenser 8.4 oz
- 1 k-respect dispenser 25 oz
- 1 technical guide
- 1 bowl and brush



integrity reconstruction

SAVE
\$37.50

- 1 integrity rebuilder 16.8 oz
- 1 integrity fiber sealant 16.8oz
- 1 integrity leave in 8.4oz
- 1 deep cleansing shampoo 10.1 oz
- 1 integrity reconstruction brochure
- 1 integrity reconstruction box



insta.light lamination

SAVE
\$54.50

- 3 insta.light shampoo 10.1 oz
- 3 insta.lotion 8.4 oz
- 1 thermal protector 10.1 oz
- 1 insta.light potion 10.1 oz

FREE products

- 1 insta.lotion 16.8 oz
- 1 insta.light shampoo 33.4 oz
- 1 insta.light brochure



make my day treatments

SAVE
\$27.00

- 3 milk mask 6 x 30 ml 1.01 oz

FREE products

- 1 papaya booster – hydrates/gives shine 6 x 0.1 oz
- 1 blueberry booster – protects/strengthens 6 x 0.1 oz
- 1 strawberry booster – regenerates/nourishes 6 x 0.1 oz
- 1 mask expo
- 1 treatment brush and bowl
- 1 brochure





STYLING

Lifestyling 1x each

SAVE
\$55.00

- 1 lifestyling smoothing cream 5.1 oz
- 1 lifestyling thermo protector 6.8 oz
- 1 lifestyling dry shampoo 225 4.75 oz
- 1 lifestyling liquid styler 8.4 oz
- 1 lifestyling styling potion 5.9 oz
- 1 lifestyling texturizing cream 3.4 oz
- 1 lifestyling freehand paste 3.4 oz
- 1 lifestyling design wax 3.4 oz
- 1 lifestyling texturizing spritz 5.9 oz
- 1 lifestyling fixing paste 3.4 oz
- 1 lifestyling powder pop 0.18 oz

FREE products

- 1 lifestyling blow-dry primer 6.8 oz
- 1 lifestyling medium hold gel 6.8 oz
- 1 lifestyling amazing 6.8 oz
- 1 lifestyling amazing curl & waves 6.8 oz
- 1 lifestyling brochure

Lifestyling 3x each

SAVE
\$238.00

- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling dry shampoo 4.75 oz
- 3 lifestyling liquid styler 8.4 oz
- 3 lifestyling styling potion 5.9 oz
- 3 lifestyling texturizing cream 3.4 oz
- 3 lifestyling freehand paste 3.4 oz
- 3 lifestyling design wax 3.4 oz
- 3 lifestyling texturizing spritz 5.9 oz
- 3 lifestyling fixing paste 3.4 oz

FREE products

- 3 lifestyling powder pop 0.18 oz
- 3 lifestyling blow-dry primer 6.8 oz
- 3 lifestyling medium hold gel 6.8 oz
- 3 lifestyling amazing 6.8 oz
- 3 lifestyling amazing curls & waves 6.8 oz
- 25 assorted lifestyling foil pack samples
- 1 lifestyling brochure
- 1 milk_shake stylist apron





LIGHTENERS

lighteners

light catcher spotlight lift & balance

SAVE
\$20.90

- 2 light catcher lift & balance .01 3.4 oz
- 2 light catcher lift & balance .13 3.4 oz
- 2 light catcher lift & balance .03 3.4 oz
- 2 light catcher light layers 3.4 oz
- 1 light catcher soft light oxidizing emulsion 40 VOL 33.8 oz
- 1 lift & balance color chart
- 1 color bowl and brush
- 1 brochure



light catcher spotlight lighteners

SAVE
\$68.50

- 1 light catcher LEVEL 8 17.64 oz
- 1 light catcher LEVEL 7 Freehand 14.11 oz
- 1 light catcher LEVEL 9 17.64 oz
- 1 light catcher black cream 8.82 oz
- 1 light catcher clear lights 8.82 oz

FREE products

- 3 oxidizing emulsion 33.8 oz
- 5 light catcher fast toning*
- 1 light catcher brochure



*one of each shade



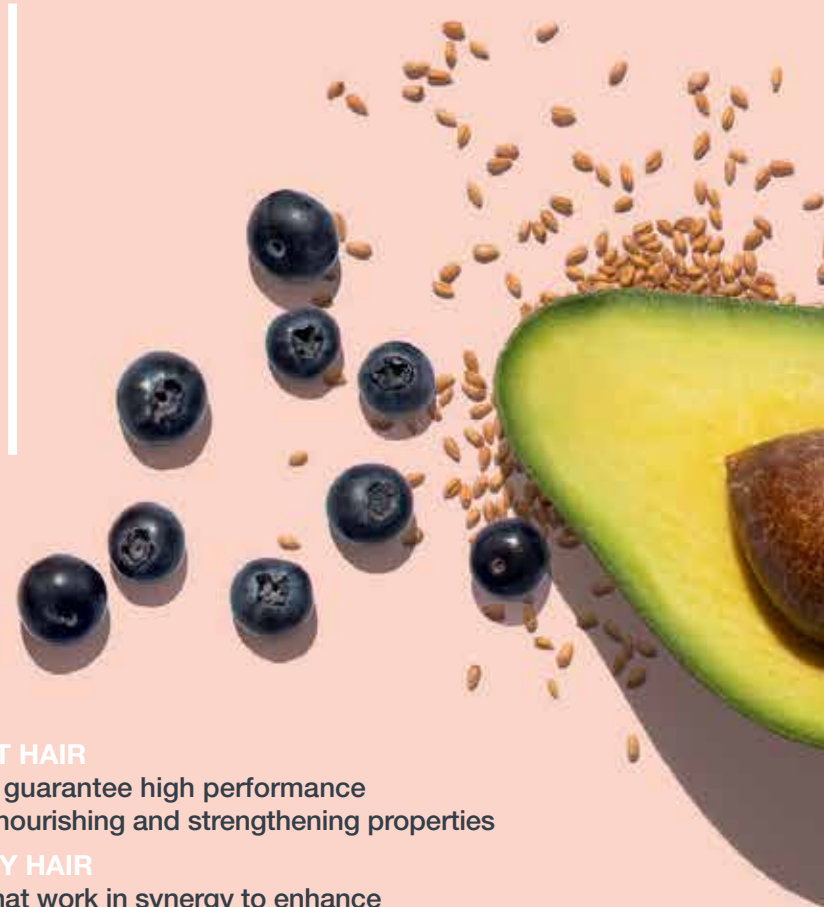
A young woman with short, dark hair featuring a vibrant red-to-purple gradient is smiling broadly. She is wearing a light blue denim shirt with the sleeves rolled up. Her right hand is near her face, and her left arm is crossed. The background is a bright, solid yellow. The text "HAIR COLOR" is overlaid in white, bold, sans-serif font at the bottom of the image.

HAIR COLOR

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

Try Me Kit

SAVE
\$19.50

- 5 creative permanent color 3.4 oz
- 1 oxidizing emulsion 32.1 oz
- 1 brochure
- 1 paper swatch chart

Stylist Deal

SAVE
\$54.10

- 12 creative permanent color 3.4 oz
- 3 oxidizing emulsion 32.1 oz
- 1 medium swatch chart

SUGGESTED SHADES: 5.0 / 4.31 / 6.66 / 7.43 / 8.11 / 20 VOL

Salon Deal

SAVE
\$131.30

- 36 creative permanent color 3.4 oz
- 6 oxidizing emulsion 32.1 oz

FREE products

- 1 acid color sealer 6.8 oz
- 1 luxury swatch chart
- 1 color technical book
- 3 brochures
- 2 color bowl + tint brush



Creative Experience

SAVE
\$409.00

- 90 creative permanent color 3.4 oz

FREE products

- 12 oxidizing emulsion 32.1 oz
- 1 acid color sealer 6.8 oz
- 1 powerful protector 6.8 oz
- 1 pro color equalizer 8.4 oz
- 1 instant remover 8.4 oz
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 luxury swatch chart
- 1 scale
- 1 color technical book
- 3 color bowl + tint brush



milk shake® creative

conditioning permanent colour



creative
permanent
color 3.4 oz

oxidizing
emulsion
32.1 oz

MIXING RATIO
1 : 1.5
cost per 1 mixed oz
(color + developer)

NO INHIBITION

MULTI-COLOR
RICH PERMANENT COLOR CREAM



Multicolor Try Me Kit

- 5 no inhibition multicolor 3.4 oz
- 1 no inhibition oxidizing emulsion 33.8 oz
- 1 paper swatch chart
- 1 multicolor brochure

SAVE
\$10.25

SUGGESTED SHADES: 5 / 6.00 / 5.22 / 6.66 / 7.31 / 20 VOL

Multicolor Intro 24 tubes

- 24 no inhibition multicolor 3.4 oz
- 2 no inhibition oxidizing emulsion 33.8 oz
- 1 medium swatch chart
- 1 technical book
- 1 multicolor brochure

SAVE
\$51.70

Multicolor Intro 48 tubes

- 48 no inhibition multicolor 3.4 oz
- FREE products**
- 4 no inhibition oxidizing emulsion 33.8 oz
- 1 color bowl + tint brush
- 1 medium swatch chart
- 1 multicolor brochure
- 1 technical book

SAVE
\$98.40

Multicolor Intro 96 tubes

- 96 no inhibition multicolor 3.4 oz
- FREE products**
- 6 no inhibition oxidizing emulsion 33.8 oz
- 1 large swatch chart
- 1 color bowl + tint brush
- 1 poster kit of 3
- 1 technical book
- 1 multicolor brochure

SAVE
\$177.30

multicolor permanent color 3.4 oz

multicolor oxidizing emulsion 33.8 oz

MIXING RATIO
1 : 1.5
cost per 1 mixed oz
(color + developer)

9 minutes color Try Me Kit

SAVE
\$18.50

- 5 9 minutes color 3.4 oz
- 1 milk_shake oxidizing emulsion 32.1 oz
- 1 9 minutes color paper chart
- 1 9 minutes color technical book

SUGGESTED SHADES:
4.0 / 6.0 / 5.14 / 6.35 / 7.6 / 20 VOL



9 minutes color Stylist Deal

SAVE
\$54.10

- 12 9 minutes color 3.4 oz
- 3 milk_shake oxidizing emulsion 32.1 oz
- FREE products**
- 1 9 minute color chart
- 1 9 minute color technical book
- 1 9 minute color shades mixing chart

9 minutes color Salon Deal

SAVE
\$152.30

- 36 9 minutes color 3.4 oz
- FREE products**
- 6 milk_shake oxidizing emulsion 32.1 oz
- 1 acid color sealer 6.8 oz
- 1 9 minutes color chart
- 1 9 minutes color technical book
- 1 9 minutes color shades mixing chart
- 2 color bowl + tint brush



**milk
shake**
smoothies

maximum conditioning and expression of color

Try Me Kit

SAVE
\$24.30

- 6 milk shake smoothies semi permanent 3.4 oz
- 1 activating emulsion 32.1 oz
- 1 paper swatch chart
- 1 technical book

SUGGESTED SHADES:
5 / 6.66 / 7 / 7.43 / 9.1 / 10.117

Salon Deal

SAVE
\$135.80

- 36 milk shake smoothies semi permanent 3.4 oz
- FREE products**
- 2 activating emulsion 32.1 oz
- 1 intensive activating emulsion 32.1 oz
- 1 light activating emulsion 32.1 oz
- 1 semi permanent color swatch chart
- 1 technical book
- 1 color bowl + tint brush
- 1 brochure

Stylist Deal

SAVE
\$58.10

- 12 milk shake smoothies semi permanent 3.4 oz
- 3 activating emulsion 32.1 oz
- 1 semi permanent color swatch chart
- 1 technical book



SMOOTHIES Experience

SAVE
\$319.50

- 60 milk shake smoothies semi permanent 3.4 oz

FREE products

- 6 activating emulsion 32.1 oz
- 3 light activating emulsion 32.1 oz
- 3 intensive activating emulsion 32.1 oz
- 1 acid color sealer 6.8 oz
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 semi permanent color swatch chart
- 1 scale
- 1 technical book
- 1 color bowl + tint brush
- 1 brochure





Conditioning
Semi-
Permanent
Color 3.4 oz

Activating
Emulsion
32.1 oz

MIXING RATIO
1 : 1.5
cost per 1 mixed oz
(color + developer)

The Gloss Try Me Kit

SAVE
\$8.70

- 5 the gloss demi permanent color 2.03 fl oz
- 1 the gloss activator 33.5 fl oz
- 1 the gloss paper swatch chart
- 1 the gloss technical book

SUGGESTED SHADES:

10.11, 9.07, 10.81, 6 N, 8N, 6.6 / the gloss activator



The Gloss Stylist Deal

SAVE
\$59.20

- 15 the gloss demi permanent color 2.03 fl oz
- 1 the gloss demi permanent color NEUTRAL 8.4 fl oz
- 1 the gloss activator 33.5 fl oz
- 1 the gloss swatch chart
- 1 the gloss technical book
- 1 bottle applicator



the gloss
demi
permanent
color 2.03 fl oz

the gloss
activator
33.5 fl oz

MIXING RATIO
1 : 1
cost per 1 mixed oz (color +
developer)

The Gloss Salon Deal

SAVE
\$103.20

- 30 the gloss demi permanent color 2.03 fl oz
- 2 the gloss demi permanent color NEUTRAL 8.4 fl oz
- FREE products**
- 6 the gloss activator 33.5 fl oz
- 1 the gloss swatch chart
- 1 the gloss technical book
- 1 bottle applicator
- 1 poster

The Gloss Experience

SAVE
\$191.80

- 60 the gloss demi permanent color 2.03 fl oz
- FREE products**
- 4 the gloss demi permanent color NEUTRAL 8.4 fl oz
- 9 the gloss activator 33.5 fl oz
- 1 acid color sealer 6.8 oz
- 1 the gloss swatch chart
- 1 the gloss technical book
- 3 bottle applicator
- 1 poster



Color Specifics

SAVE
\$31.00

color sealing shampoo 33.8 oz
color sealing conditioner 33.8 oz
powerful protector 6.8 oz
FREE products
acid color sealer 6.8 oz
instant remover 8.4 oz
pro color equalizer 8.4 oz



Salon Rewards Program



Designed to reward loyal **milk_shake**® customers with support tools that will **help your business grow**. Our program will provide your salon with numerous benefits, such as education, free backbar, station products, samples and marketing tools, based on the level of your purchases.

/ SILVER

\$1500 - 2999 per quarter, you will earn:
5% **Reward Points** of your total purchases

/ GOLD

\$3000 - 4999 per quarter, you will earn:
7% **Reward Points** of your total purchases

/ PLATINUM

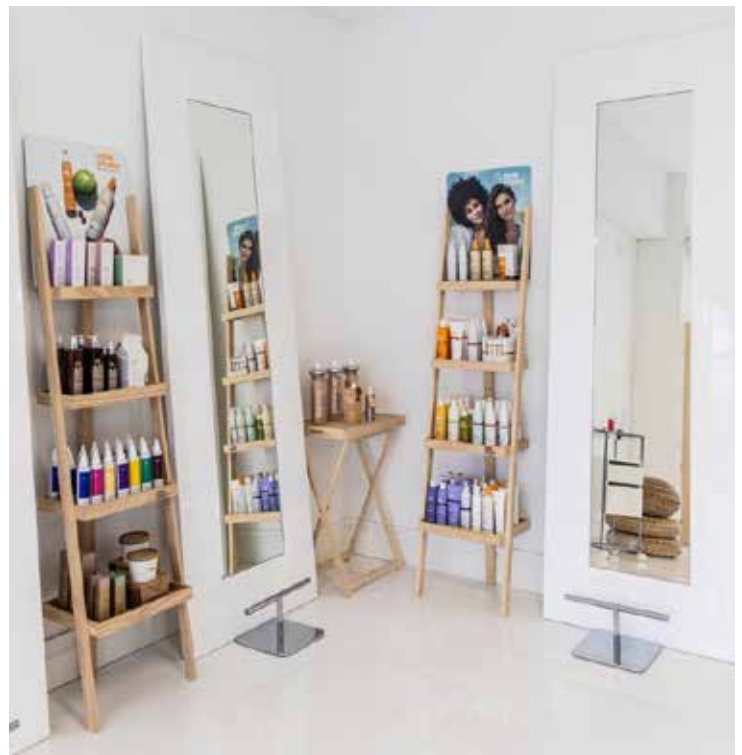
\$5000 - 9999 per quarter, you will earn:
10% **Reward Points** of your total purchases

/ DIAMOND

\$10 000 (or more) per quarter, you will earn:
12% **Reward Points** of your total purchases

Become a **concept salon** and earn an **additional 5%** reward points!

Ask your sales representative for more details.



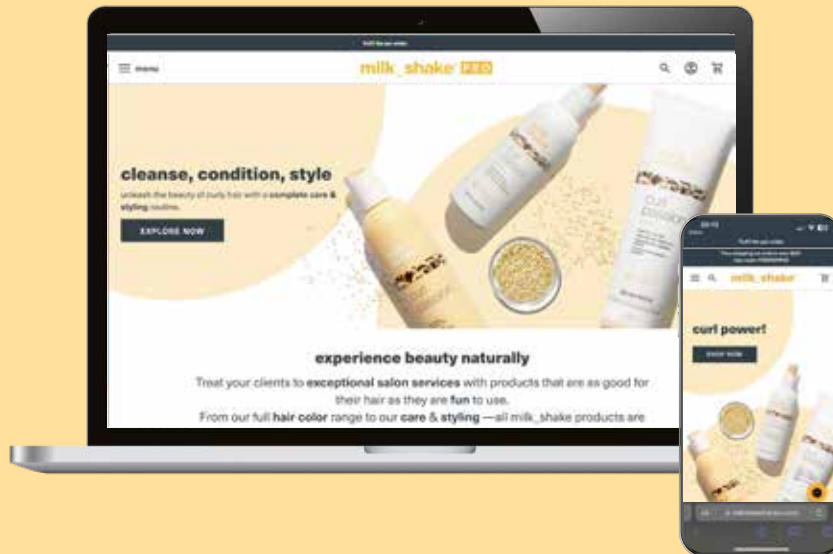
LEARN MORE AT **milkshakehairpro.com**

/ GET THE LATEST **milk_shake** NEWS

/ FIND THE TECHNICAL ADVICE YOU NEED

/ DOWNLOAD DIGITAL SWATCH CHARTS AND TECHNICAL MANUALS

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 Technical Hotline

973 767 7878