



**milk**  
**shake**<sup>®</sup>  
light catcher



# **milk\_shake®**

EMBODIES A COLOUR PHILOSOPHY  
THAT GIVES INDISPUTABLY  
BEAUTIFUL COLOUR RESULTS.

## **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

A BRAND  
NEW RANGE  
FOR PERFECT  
BLONDS

**milk  
shake**<sup>®</sup>  
light catcher  
soft light

Radiant, natural-looking blonds:  
**light catcher soft light** is the  
new **milk\_shake**<sup>®</sup> super high  
lifter system that with just one  
application gives 4-5 levels  
of lift, grey coverage and  
an even and balanced result,  
from roots to ends.

A NATURAL  
RESULT THROUGH  
THE COMBINATION  
OF 3 PRODUCTS:

**/ lift & balance**

gives 4-5 levels of lift to natural base levels 6  
or lighter, as well as providing grey coverage

**/ light layers**

gives lift with natural tones on lengths and ends

**/ soft light** oxidizing emulsion  
formulated to develop **lift & balance**  
and **light layers**



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**milkshake**  
light catcher

with biotin

conditioning super high lifting permanent colour with milk proteins and biotin 41\*

3.4 fl oz 100 ml e

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**milkshake**  
light catcher

light layers

super high lift colour remover cream for hair with milk proteins and biotin 41\*

3.4 fl oz 100 ml e



## **milk\_shake**® light catcher **lift & balance**

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3 SHADES TO BE APPLIED  
TO BASE LEVELS 6 OR LIGHTER:

.01 NA

**WINTER MORNING**



.13 AG

**DESERT SUN**



.03 NG

**GOLDEN HOUR**



## **milk\_shake**® light catcher **light layers**

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**SUPER HIGH LIFT COLOUR CREAM  
FOR NATURAL AND COLOUR-TREATED HAIR**

to be applied to natural or colour-treated base levels 6 to 9,  
giving touches of light and movement to blond hair.

**milk\_shake**® light catcher **soft light**  
gives hair radiance with the combined action  
of 2 fundamental ingredients, **milk proteins** and the  
exclusive **milk\_shake**® ingredient **Integrity 41**®\*

\*Sunflower seed extract, rich in antioxidant polyphenols.



## light catcher **lift & balance** super highlifter cream for hair, with coverage

Gives 4-5 levels of lift to natural bases and gives perfect grey coverage, with an even and natural-looking result. **lift & balance** balance should be used on up to 30%-70% greys. Ideal for natural base levels 6 (dark blond) or lighter.

**Mix:** prepare the colour mixture just before applying. Dispense the necessary amount of colour into a non-metallic bowl and add **soft light** oxidizing emulsion 40 vol (12%) with a 1:1 mixing ratio. **Processing time:** 45 minutes.



## light catcher **light layers** super high lift colour cream for natural and colour-treated hair

Gives up to 4-5 levels of lift to lengths and ends when applied to untreated hair and up to 2-3 levels of lift on previously colour-treated hair. **light layers** is recommended for natural or colour-treated base levels 6 to 9. It gives lift with natural-looking colour tones. For maximum lift, foils or other support are recommended.

**Mix:** prepare the colour mixture just before applying. Dispense the necessary amount of colour into a non-metallic bowl and add **soft light** oxidizing emulsion 40 vol (12%) with a 1:1 mixing ratio. **Processing time:** 45 minutes.



## light catcher **soft light** oxidizing emulsion cream developer

An oxidising emulsion formulated to give 4-5 levels of lift to natural bases as well as giving grey coverage when combined with **lift & balance**; gives lift to natural or colour-treated hair when combined with **light layers**.

# LIGHT UP YOUR BLOND HAIR

**milk\_shake**<sup>®</sup> light catcher presents **spotlight**:  
the range of lightening products  
with next generation formulas that ensure perfect results.

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AN EXTRAORDINARY RANGE  
DEVELOPED TO CREATE RADIANT,  
INTENSE BLONDS, FROM THE MOST  
NATURAL-LOOKING TO THE MOST  
EXTREME AND CREATIVE LOOKS:

**spotlight** makes it easy for the salon professional  
to achieve colour and lightening results on the hair, with beautiful  
touches of light that are fresh and exciting.

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**BALANCED FORMULAS THAT TAKE CARE  
OF THE SCALP AND HAIR.**





**milk\_shake**® light catcher products are formulated with high-quality ingredients, making the hair's natural radiance emerge.

## MILK PROTEINS AND AVOCADO OIL ARE THE PERFECT COMBINATION TO PROTECT AND PLUMP UP THE HAIR:



### **milk proteins**

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The detangling and conditioning effect of milk proteins avoids the stiffening of the hair caused by the lightening process, improving the hair's appearance and structure.



### **avocado oil**

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Avocado oil and its vitamins are a natural restructuring ingredient for the hair, a real beauty elixir that makes hair shiny and strong.



light catcher **starlight** | gives 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.



light catcher **sunlight** | gives 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.



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## NEW PACKAGING!

The **innovative** light catcher **smart bags** are easy to use and are made with just **30% of the plastic** used for traditional packaging.

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**SCAN THE QR CODE**  
FOR MORE INFORMATION

# milk\_shake<sup>®</sup>


light catcher


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made in italy 