

milk shake[®] 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 shake light catcher soft light

Radiant, natural-looking blonds: light catcher soft light is the new milk_shake® 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 lavers

gives lift with natural tones on lengths and ends

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



milk_shake light catcher lift & balance

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

.01 NA
WINTER MORNING

.13 AG

.03 NG







milk_shake light catcher light layers

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**

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**.

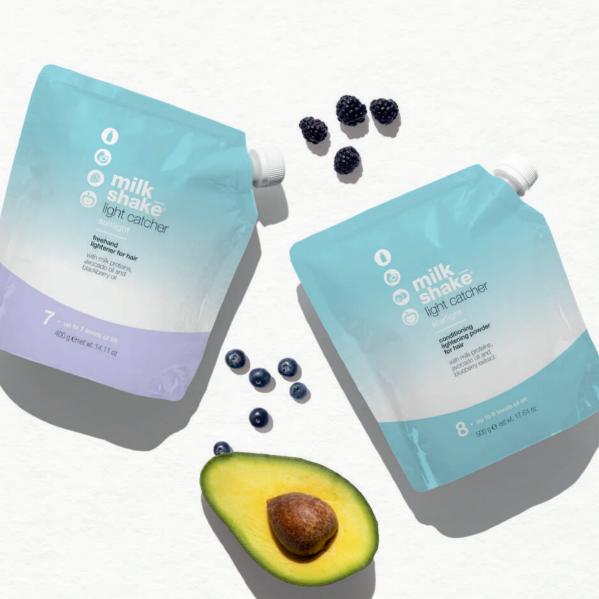
LIGHT UP YOUR BLOND HAIR

milk_shake* light catcher presents spotlight:
the range of lightening products
with next generation formulas that ensure perfect results.

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.

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:



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 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.



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.



SCAN THE QR CODE FOR MORE INFORMATION



z.one concept™

z.one concept s.r.l. Via Brodolini, 30 21046 Malnate (VA) _ ITALY T. +39 0332 425747

Z110MATM2163

milkshakeusa

milkshakeusa milkshakehairpro

milkshakehairpro.com (3)

made in italy (1)