



milk\_shake®  
deco logic

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z.one concept™

# Technology and innovation combine to create perfect blonds

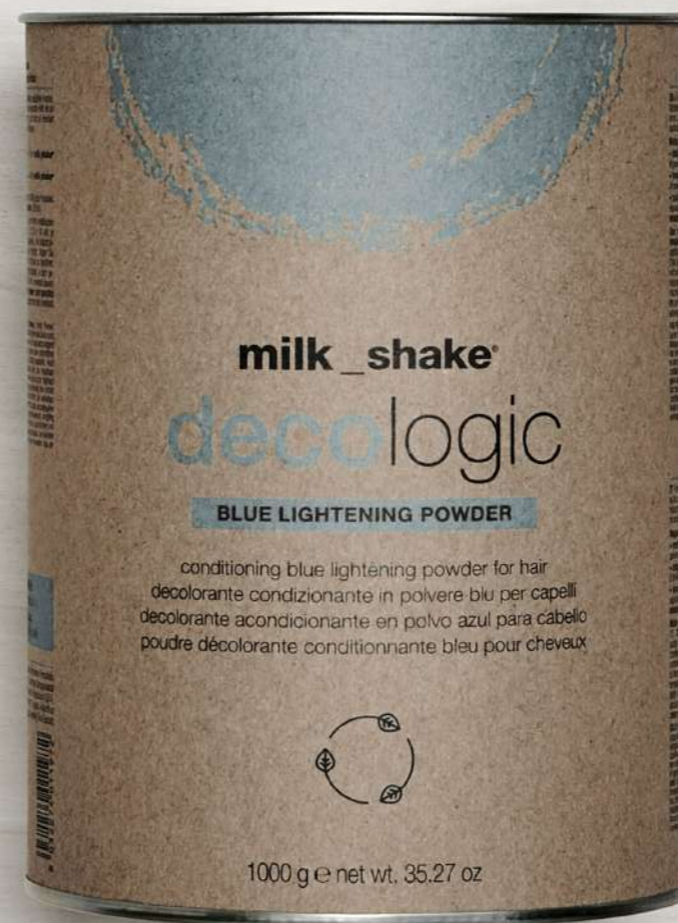
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**milk\_shake® decologic is a complete range of lightening products created through the know-how of z.one concept™ research laboratories to offer a wide range of solutions for in-salon lightening and toning services**

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- **decolourizing**  
dedicated professional formulas that express the maximum efficiency of technological research and scientific precision
- **technological**  
high quality raw materials, naturally-sourced active ingredients and stylistic and technical research to give hairdressers a complete range of solutions to transform any service into a perfect blond
- **ecologic**  
z.one concept™ has a specific approach to researching packaging that has a low environmental impact, an ethical commitment to contribute to protecting the environment





# Endless creativity during lightening



## LIGHTENING POWDER

→ conditioning lightening powder for hair  
lifts up to 6 levels leaving hair soft, manageable and shiny

## BLUE LIGHTENING POWDER

→ conditioning blue lightening powder for hair  
lifts up to 6 levels whilst reducing warm tones

## LEVEL 9

→ extra-high-lift powder for hair  
for intense lift up to 9 levels, whilst counteracting residual warm tones

## CLAY BALAYAGE LIGHTENER

→ freehand clay lightener for hair suitable for all freehand techniques  
lifts up to 4 levels without needing any support to section the hair and without staining

## TOTAL ROOTS LIGHTENER

→ ammonia-free gentle lightening cream for roots, lengths and ends  
for gentle lightening up to 5-6 levels, especially for regrowth area

## TONE CONTROLLER

→ gentle and efficient toning gel for hair  
gives perfect tone control after lightening very light levels

## BLACK

→ black lightening cream  
for natural or neutral blonds

# Active ingredients from nature for impeccable results

→ organic cranberry extract



Cranberries are originally from Northern America and are considered a super-fruit, or in other words, as being unique and extremely nourishing. **Cranberries contain an enormous amount of anti-free-radical molecules when compared to other fruit like apples or spinach: one glass of cranberry juice can contain up to 8000 different antioxidants!** Cranberry extract contains many precious vitamins, such as vitamin C and B vitamins, and minerals such as iron, magnesium and copper, as well as potent bioactive flavonoids. All of these substances have a fundamental role in biological processes and, when applied to hair, enhance protection, helping to give hair a healthy and revitalized appearance.

→ clay



clay is a natural mineral made up of silicates and traces of other elements, accumulated during sedimentation, erosion and exposure to climatic processes, over thousands of years. During the centuries, silicates absorb components from the ground, water, and substances present in their specific environment, thus creating unique clays with their own compositions and concentrations of specific elements. The formulas from the **milk\_shake® decologic** range contain Brazilian clay that has a unique golden colour and a high affinity with hair, smoothening the cuticle and enhancing repairing processes, protecting and improving the hair's appearance.

→ silk proteins



silk is among the few fibres produced in nature in filament form by the **Bombyx Mori worm, more commonly known as silkworm. Silk is made up of two main protein-based components: fibroin and sericin.** Fibroin is mostly used in the textile, industrial and medical sectors, whereas sericin is renowned in the cosmetic industry for its film-forming and hydrating action. Silk proteins have a great affinity with hair keratin, which they condition and protect, giving manageability and shine whilst protecting the hair from the irritating effect of aggressive surfactants.



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LIGHTENING POWDER



### conditioning lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels, leaving hair soft, manageable and shiny. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application. For professional use only.

#### mixing ratio:

- **detail/highlight with foils: 1:1.5**  
(1 measure of product, equivalent to 30 g of powder, + 45 ml **milk\_shake® oxidizing emulsion** 10, 20 or 30 vol.)
- **freehand techniques: 1:1**  
(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 10, 20, 30 or 40 vol.)
- **total lightening or decolorizing wash: 1:2 or 1:3**  
(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml **milk\_shake® oxidizing emulsion** 10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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BLUE LIGHTENING POWDER



### conditioning blue lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels whilst reducing brassiness or golden tones. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application. For professional use only.

#### mixing ratio:

- **detail/highlight with foils: 1:1.5**  
(1 measure of product, equivalent to 30 g of powder, + 45 ml **milk\_shake® oxidizing emulsion** 10, 20 or 30 vol.)
- **freehand techniques: 1:1**  
(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 10, 20, 30 or 40 vol.)
- **total lightening or decolorizing wash: 1:2 or 1:3**  
(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml **milk\_shake® oxidizing emulsion** 10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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**LEVEL 9**



### extra-high-lift powder for hair

A lightening formula suitable for all lightening techniques, to create intense lift up to 9 levels whilst counteracting residual warm tones. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run or expand. For professional use only.

#### mixing ratio:

- **freehand**  
**application: 1:1**  
(1 measure of product, equivalent to 30 g of powder, + 30 ml **milk\_shake® oxidizing emulsion** 20, 30 or 40 vol.)
- **application with foils**  
**or other methods: 1:1.5**  
(1 measure of product, equivalent to 30 g of powder, + 45 ml **milk\_shake® oxidizing emulsion** 10, 20 or 30 vol.)
- **total lightening**  
**or decolorizing wash 1:2 or 1:3**  
(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml **milk\_shake® oxidizing emulsion** 10, 20, 30 or 40 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly to the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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CLAY BALAYAGE LIGHTENER



### freehand clay lightener for hair

A lightening formula suitable for all freehand techniques, it doesn't run or expand and adheres perfectly to the hair. Perfect to create partial lightening without using any support to section the hair and without staining the hair. The lattice structure of the Brazilian clay within the formula creates a barrier and protects the hair sections for optimal lightening and a precise and accurate result. Also enriched with organic cranberry extract and silk proteins for hair protection and conditioning. Lifts up to 4 levels with a clean, accurate result. For professional use only.

#### mixing ratio:

→ **1:1.5 or 1:2**  
(1 measure of **clay balayage lightener**,  
equivalent to 30 g of powder, + 45 or 60 ml  
**milk\_shake® oxidizing emulsion**  
20, 30 or 40 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.





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TOTAL ROOTS LIGHTENER



### gentle lightening cream for roots, lengths and ends

Ammonia-free lightening cream, it lifts gently up to 5-6 levels, and can also be used on hair regrowth. Suitable for all lightening techniques and decolorizing washes with perfect, even results. Ideal for application on roots and lengths. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. Doesn't run or expand. For professional use only.

#### mixing ratio:

##### → application techniques

##### without foils: 1:1

(30 g product + 30 ml  
**milk\_shake® oxidizing emulsion**  
20, 30 or 40 vol.)

##### → application techniques

##### using foils or other support material:

(30 g product + 45 ml  
**milk\_shake® oxidizing emulsion**  
10, 20, 30 vol.)

##### → application

##### to roots: 1:1

(30 g product + 30 ml  
**milk\_shake® oxidizing emulsion**  
10 or 20 vol.)

#### use:

mix the product in a non-metallic bowl with the most suitable **milk\_shake® oxidizing emulsion** depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly onto the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the **milk\_shake® color specifics** range. It is advised not to repeat the lightening process within 24 hours from application.



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BLACK

### black lightening cream for natural or neutral blonds

Lightens up to 7 levels and is recommended to obtain natural/ash blonds. Suitable for all lightening techniques. Doesn't run or expand.

mixing ratio:

- **freehand application: 1:1.5**  
(e.g. 30g cream + 45 ml  
**milk\_shake® oxidizing emulsion**  
10, 20, 30 o 40 vol.).
- **application with stripes  
or other support: 1:2**  
(e.g. 30g cream + 60ml  
**milk\_shake® oxidizing emulsion**  
10, 20 o 30 vol.).
- **total lightening  
and decolorization wash: 1:2 o 1:3**  
(e.g. 30g cream + 60 or 90ml  
**milk\_shake® oxidizing emulsion**  
10 o 20 vol.).

use:

in a non-metallic bowl, mix the product with **milk\_shake® oxidizing emulsion** 10, 20, 30 or 40 vol., choosing the volumes according to the levels of lift required, the application technique, the condition of the hair, and respecting the mixing ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, and avoid applying directly to the scalp. Leave to process at room temperature without heat sources until the required lift has been obtained, or for a maximum of 60 minutes. Respect the given processing times. Rinse well after application and conclude the service using products from the **milk\_shake® colour specifics range**. It is not advised to repeat the lightening process within 24 hours of application. Do not perm the hair immediately before or after applying the product.



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## TONE CONTROLLER



### toning gel for hair

A light, delicate and efficient toner, gives perfect tone control after lightening on levels 9 very light blond and 10 platinum blond, or on natural white hair. With organic cranberry extract, clay, and silk proteins for hair protection and conditioning. For professional use only.

#### mixing ratio:

→ **1:1** (30 g di **tone controller** + 30 ml **milk\_shake® oxidizing emulsion** 5 vol.)

#### use:

mix the product with the **milk\_shake® oxidizing emulsion** in a non-metallic bowl, respecting the given ratios. Only use plastic or glass tools and containers. After having cleansed the hair with **milk\_shake® deep cleansing shampoo** and having removed excess water with a towel, apply **milk\_shake® pro color equalizer** to even out the porosity of the hair, then apply the formula to the whole head of hair or the specific areas that need

toning, avoiding direct contact with the scalp. Leave to process for 5 to 20 minutes depending on the required tone and the porosity of the hair. It is recommended to check the hair every 5 minutes. Once the processing time has ended, add some warm water, lather and rinse well. Conclude the service with products from the **milk\_shake® color specifics** range.

**shades:** results on lightened hair or very light levels (levels 9 and 10):

SHADES	LIGHTENING LEVEL 9	LIGHTENING LEVEL 10
PLATINUM	natural very light blond effect, counteracts residual yellow tones	mauve platinum blond effect
WHITE	natural blond effect	shiny natural blond effect
NATURAL BLOND	golden blond effect	beige platinum blond effect
LIGHT ASH BLOND	natural/ash effect, counteracts residual yellow tones	platinum ash blond effect
PEACH ROSE	peachy rose effect	antique pastel rose platinum blond effect
MILK MINT	light mint green effect	pastel/mint green platinum blond effect
SMOKY GREY	grey/ash effect	pastel smoky grey platinum blond effect
AMETHIST GREY	lilac/grey effect	pastel grey/lilac platinum blond effect



## oxidizing emulsion

5 developers specifically formulated to act in synergy with **milk\_shake®** formulas, in 5 different strengths: 5 / 10 / 20 / 30 / 40 volumes

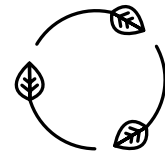
When mixed with the lightening formulas, they lighten the natural melanin or cosmetic pigment within the hair, reaching the maximum lightening level permitted by the product being used. Each oxidiser has been enriched with specific emollient, conditioning and protective substances to make the formula cosmetic and gentle. The honey fragrance completes the formula, giving a pleasant scent during and after the application.

ACTIVE INGREDIENTS	FEATURES	BENEFITS
MILK PROTEINS	strong supplementing and conditioning action on the hair structure	gives strength, resistance and protection to the hair's structure
MANGO SEED OIL	nourishing and emollient action, fundamental during colour developing	leaves hair soft, manageable and nourished
NATURAL HONEY	conditioning action on the hair, extremely emollient and hydrating	intensifies shine, hydrating the cuticle
CONDITIONING AND HYDRATING AGENTS	conditioning and hydrating action on the hair	gives softness, enhancing manageability
INTEGRITY 41®	antioxidant and protective action against free-radicals	gives greater colour stability over time

- **milk\_shake® oxidizing emulsion 5 volumes 1.5%**  
Recommended for the **milk\_shake® decologic** tone controller range. Develops the pigments within the formula without lightening the natural melanin of the hair.
- **milk\_shake® oxidizing emulsion 10 volumes 3%**  
Recommended for gradual or progressive lightening.
- **milk\_shake® oxidizing emulsion 20 volumes 6%**  
Recommended for gradual or progressive lightening.
- **milk\_shake® oxidizing emulsion 30 volumes 9%**  
Can be used to speed up the lightening process.  
**N.B** be careful when applying to damaged or previously lightened hair.
- **milk\_shake® oxidizing emulsion 40 volumes 12%**  
Can be used to speed up the lightening process.  
**N.B** not recommended for use on damaged or previously lightened hair.

Integrity 41® — Helianthus annuus, hydroglycolic sunflower seed extract.

# ECO-FRIENDLY PACKAGING



Our concern is to commit to improving and protecting the environment, so as to limit the environmental impact of our products, choosing sustainability by working on our containers and packaging.

**milk\_shake® decologic** gives salons the possibility to reduce their environmental impact through daily choices, such as reusing and recycling our containers. The recycling symbol is clearly marked on all recyclable materials.

**z.one concept™** has also chosen to rely on certified suppliers (with **FSC branding** - Forest Stewardship Council), capable of guaranteeing that the paper in the **milk\_shake® decologic** packaging comes from responsibly managed sources.

**THE WORD “RESPONSIBLY” INDICATES THAT THE WOOD COMES FROM FORESTS THAT ARE MANAGED WITH RIGOROUS ENVIRONMENTAL, SOCIAL AND ECONOMICAL STANDARDS, THUS ENCOMPASSING THREE KEY ASPECTS:**

- **respect for the environment**  
means protecting our natural environment through the collection of woodland materials that maintain biodiversity, productivity and ecological processes
  - **positive social impact**  
means bringing real advantages to workers and local communities, allowing society as a whole to benefit in the long run
  - **economic sustainability**  
means ensuring sustainable economic development without damaging forest resources, the ecosystem, or the communities that are directly involved
- The FSC brand is present on all the materials made from responsibly managed sources.

Furthermore, where present, the labels are made in a self-adhesive material that is 80% sugarcane: a choice that helps to reduce the dependence on fossil fuels, protecting these scarce resources, and contributing to reducing carbon emissions by using organic biomasses.








make beauty  
consciously

FOR TECHNICAL QUESTIONS  
CALL OR TEXT **973 767 7878**


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**z.one concept™**

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