

# technical manual

**milk\_**  
**shake**<sup>®</sup>  
smoothies

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conditioning semi\_permanent colour

**z.one** concept™



**milk**  
**shake**<sup>®</sup>  
smoothies

**conditioning**  
**semi permanent colour**

**AMMONIA FREE**

with milk proteins,  
organic honey  
and sunflower oil  
and amino acid  
complex.

3.4 fl oz 100 ml e

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# milk\_shake® smoothies

A tone on tone conditioning colouring cream that contains milk proteins, organic honey and sunflower oil, amino acid complex, integrity 41\*, fruit extracts and cocoa for maximum hydration during hair colouring.

- A delicate and moisturizing semi\_permanent colour, which provides vibrant colours and incredible shine.
- An excellent semi\_permanent colour to tone colour-treated, lightened, or highlighted hair.
- It is an ideal product for grey coverage providing radiant, long-lasting and very natural-looking coverage.
- A product created to increase the hair's beauty and consolidate customer loyalty, consequently increasing salon visits for professional hair colouring.

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## ANALYSIS

Make a technical diagnosis in order to determine:

- the hair's colour (natural/cosmetic)
- % of greys
- hair type: texture, porosity, resistance, density, elasticity
- desired result

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## MIXING RATIO

**1 + 1.5** (e.g. 20g colouring cream + 30g developer).

- In a non-metallic bowl, mix 1 part of **milk\_shake® smoothies conditioning semi\_permanent colour + 1.5 parts milk\_shake® light activating emulsion, activating emulsion or intensive** (e.g. 50 ml of **milk\_shake®** + 75 ml **milk\_shake® activating emulsion**).



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## CHOOSING THE RIGHT DEVELOPER

Choose the developer according to the desired result:

**/ light activating emulsion:** tone on tone hair colour / gives delicate colour tones to untreated hair / masking of first greys with a natural-looking effect / can tone colour-treated or lightened hair / colour correction or pre-pigmentation / can be used to customize blond hair or highlighted hair / works in synergy with permanent colours.

**/ activating emulsion:** tone on tone hair colour / gives colour tones to untreated hair / grey coverage of up to 50% greys / can tone colour-treated or lightened hair / colour correction or pre-pigmentation / customize blond hair or highlighted hair / works in synergy with permanent colours / suitable for hair colouring for men.

**/ intensive activating emulsion:** more intense colour tones in untreated hair / gives up to 1 level of lift to untreated hair / more intense grey coverage, up to 75% greys / works in synergy with permanent colours.

## TYPE OF SERVICE

## PROCESSING TIME

Tone on tone colouring	20/30 minutes
Grey coverage	30 minutes
More intense colouring	30 minutes
Colour correction	5/30 minutes
Toning colour-treated or lightened hair	5/20 minutes
Male colouring	5/30 minutes

## APPLICATION

- **Virgin application:** wash the hair with **milk\_shake® deep cleansing shampoo**. Dry and apply the colour mixture evenly from re-growth to ends. Processing time: 20 to 30 minutes (time will vary according to the desired intensity). If the hair is fine or porous, reduce the processing time.
- **Regrowth application:** wash the hair with **milk\_shake® deep cleansing shampoo**. Dry and apply the colour mixture evenly to re-growth. Processing time: 20 to 30 minutes. 5/10 minutes before the end of the processing time, apply the colour to lengths and ends. If the hair is fine or porous, reduce the processing time.
- **Toning of previously colour-treated or lightened hair:** apply the product to clean, damp hair, leave in 5-20 minutes (processing time may vary according to required colour intensity).

## RINSE

Emulsify and lather without adding water. Rinse well. Apply **milk\_shake® colour specifics acid colour sealer**, lather for 2-3 minutes and wash with **milk\_shake® colour specifics colour sealing shampoo**. Condition with **milk\_shake® colour specifics colour sealing conditioner**.

## HEAT SOURCE

It is possible to use a heat source to increase the depth and intensity of colour, particularly on resistant hair, or to reduce the recommended processing time.

**Preliminary sensitivity test:** clean a small patch of skin behind the ear or in the crease of the elbow with rubbing alcohol. Apply a small amount of the hair colour product, repeating the process 3 times. Leave to dry and wait 48 hours before removing. If any redness, swelling or itching occurs in the test area during this time, avoid using the product. The patch test does not exclude the possibility of an allergic reaction after using the product. If any reaction during application occurs (such as severe itching, burning or irritation, dizziness or a sense of weakness, breathing difficulties and/or swelling of the face or eyes) rinse immediately with warm water, stop using the product and seek medical advice immediately. Should any problems arise after the colouring treatment or in the days following the colour treatment such as itchiness, redness, blisters and/or weeping eczemas involving the skin or scalp, or swelling of the eyes or face, consult a doctor immediately. Abide by these instructions and precautions and ask the client to read them.



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