



milk
shake[®]
the gloss
c o l o u r

technical
manual



milk
shake[®]
the gloss
c o l o u r

acidic pH demi colouring treatment

acidic ammonia-free colouring oil,
it gives fantastic colour and colour toning results on the hair,
it doesn't lighten the hair and doesn't modify the hair's structure.

THE FINAL
RESULT?

perfect colour, healthy and shiny hair

colour that reveals
the hair's shine,

giving it healthy radiance and colour tones,
for perfect hair colour.

QUICK GUIDE

This manual has been put together to help the hairdresser better understand the features and methods of use for **milk_shake® the gloss colour**. We recommend reading the whole manual carefully to better understand not just the colour itself, but also all the services that make **milk_shake® the gloss colour** unique.



1. general positioning of the colouring ranges	p. 4
2. philosophy	p. 5
3. the technology	p. 7
4. format	p. 8
5. levels and tones	p. 9
6. tonal series and newton's disk	p. 10
7. the activator	p. 13
8. mixing ratio	p. 14
9. working method	p. 14
10. preliminary sensitivity patch test	p. 15
11. scalp analysis	p. 16
12. hair analysis	p. 16
13. protecting the client	p. 16
14. mixing of the colour	p. 17
15. processing time	p. 17
16. rinse	p. 17
17. cleanse and condition	p. 18
18. the NEUTRAL shade	p. 18
19. conclusion	p. 19

1. GENERAL POSITIONING OF THE COLOURING RANGES

To understand and learn more about all cosmetic colours, it is essential to remember their respective positioning in the global market for colourants. Only in this way will it be possible to understand what is best to choose and how all the colours available on the market work.

TEMPORARY COLOUR

1. Revives cosmetic colour
2. Tones lightened hair
3. Increases shine in untreated hair

For this segment, **z.one** concept™ recommends **milk_shake® colour whipped cream**.

DIRECT COLOUR

1. Keeps colour intense between colour applications
2. Gives colour tones to untreated or colour-treated hair
3. Tones lightened hair
4. Hides a small percentage of greys

For this segment, **z.one** concept™ recommends **milk_shake® conditioning direct colour**.

STONE ON STONE SEMI-PERMANENT COLOUR

1. Introduces clients to more permanent hair colour
2. Colours naturally without lift
3. Tones lightened hair
4. Covers a percentage of up to 75% of greys

For this segment, **z.one** concept™ recommends **milk_shake® smoothies**.

PERMANENT COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently

For this segment, **z.one** concept™ recommends **milk_shake® creative**.

AMMONIA-FREE PERMANENT COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently
4. Being ammonia-free and hence a delicate colour, it increases the client's level of comfort

For this segment, **z.one** concept™ recommends **milk_shake® wonder**.

QUICK COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently
4. Its technology combined with calibrated colourants guarantees the same results as a traditional permanent colour, with reduced application and processing times.

For this segment, **z.one** concept™ recommends **milk_shake® 9 minutes**.

2. PHILOSOPHY

milk_shake® the gloss colour was created for exclusive use within professional salons.

It's an ammonia-free acidic colouring treatment in oil that guarantees fantastic hair colour and colour tones, without lightening or changing the natural colour or structure of the hair.

A product suitable for clients who want to try a more lasting colour compared to direct colour, or clients with colour-treated hair that want to maintain an intense and vibrant colour tone, or clients who lighten their hair and need to correct or enhance a colour tone, or clients who have natural hair and do not want to change their hair colour, but only give extreme shine and conditioning to the hair's structure.

The synergy of **the gloss colour** with other **milk_shake®** products allows for new services that enhance the salon's professionalism and satisfy the requests of even the most demanding customers.

milk_shake® the gloss colour is not just a colour, but a treatment that nourishes and conditions the hair, improving the hair with each application.

The line includes a broad range of colour shades plus neutral to satisfy all colour and tone requirements.

What makes it different compared to a traditional ammonia-free semi-permanent colour? First of all, its pH is acidic (when placed within pH parameters), and so this makes **milk_shake® the gloss colour** the ideal product for porous or damaged hair that tends to have greater colour-fading issues. The final result is radiant colour that lasts longer, as well as visibly improving the appearance of the hair with each application.

When considering the positioning of various colour ranges, these guidelines position **z.one** concept™, **milk_shake® the gloss colour** between a direct colour (**milk_shake® conditioning direct colour**) and semi-permanent colour (**milk_shake® smoothies**).

ACIDIC COLOUR

1. Colours and tones without modifying the natural colour and structure of the hair.
2. Improves the condition of porous hair or hair that has been chemically treated
3. Tones and corrects colour-treated and lightened hair.

For this segment, **z.one** concept™ recommends **milk_shake® the gloss colour**.

3. THE TECHNOLOGY

milk_shake® the gloss colour is formulated with a brand new combination of ingredients.

HYPER-FERMENTED PRICKLY PEAR EXTRACT

The prickly pear is a succulent plant particularly appreciated for the nutritional and nutraceuticals properties of its fruit, rich in sugars, pectin, fibre, minerals, Vitamin C and E. Popular tradition has always attributed therapeutic properties to the prickly pear, now confirmed by science through clinical trials. In particular, its bioactive compound content has an extraordinary antioxidant action. Our choice turned to an extract which is highly concentrated in antioxidants obtained from fruits of Italian origin. The cutting-edge green technology of hyper-fermentation applied to prickly pears results in an enhanced Phyto-complex, where the number of polyphenols is increased by + 44%, with an increase in flavonoids and antioxidant power equal to + 50% and + 60% respectively. These bioactive substances perform important protective effects by counteracting the free radicals responsible for the damage to biological tissue. The protective action of prickly pear extract means that the hair cuticle is protected to better resist external aggressors and to preserve its integrity, for intense, shiny colour for longer.

The main points:

1. natural

because the extraction process uses hydrolytic enzymes, yeast, and water as the only solvent.

2. sustainability

because we recover parts of the fruit that would otherwise be lost.

3. safety

step-by-step transformation under standardized conditions and rigorous quality controls at every stage of production.

AMINO ACID COMPLEX

Amino acid complex is the exclusive complex of plant amino acids derived from wheat and soy, which restores the natural components of keratin to the hair, essential elements for the integrity, strength and resistance of the protein chain within the hair to internal and external stress factors. Thus, the hair is nourished and regains strength, lustre, smoothness and softness.

ORGANIC BLUEBERRY EXTRACT

It nourishes scalp and hair, supplying the hair with precious phytonutrients such as vitamins, minerals and antioxidants, with precious protective, toning and emollient properties, for shiny hair that's full of life.

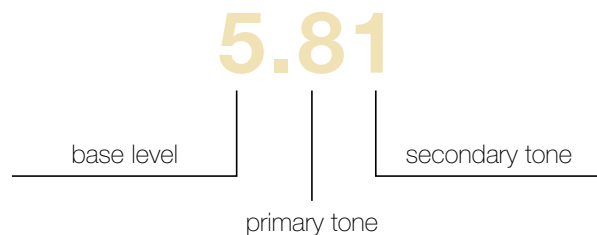
SUNFLOWER SEED OIL

A natural emollient extracted from seeds through pressing, it is recognized for its nourishing and protective action due to its antioxidant vitamin E content. It wraps the hair like a veil, strengthening the cuticle and restoring shine to dry and damaged hair.

4. FORMAT

Each bottle of **milk_shake® the gloss colour** contains 60 ml of colouring product. Its numbering system is in line with the other **z.one** concept™ colours and complies with the most widely used international numbering codes. This enables the hairdresser to choose the shade or blend in line with our other colours, ensuring that the hairdresser avoids mistakes and easily identifies the base level (colour intensity), primary tone (the predominant tone), and if applicable, the secondary tone:

HOW TO READ THE COLOUR CODES



5. LEVELS AND TONES

Levels are the measurement of the intensity (dark or light) of each individual colour shade. The tone is the chromatic tendency, which indicates the character of the shade and the difference between every single shade of the same level.

	numerical code	letter code	reflected name
		N	natural
D A R K	.03	NG	natural golden
	.07	NV	natural violet
	.08	NB	natural moka
	.1	A	ash
	.11	AA	intense ash
	.13	AG	ash golden
	.17	AV	ash violet
M E D I U M	.3	G	golden
	.37	GV	golden violet
	.4	C	copper
	.41	CA	copper ash
	.43	CG	copper golden
	.44	CC	intense copper
	.6	R	red
L I G H T	.68	RB	red moka
	.7	V	violet
	.71	VA	violet ash
	.73	VG	violet golden
	.77	VV	intense violet
	.8	B	moka
	.81	BA	moka ash
.83	BG	moka golden	
.117	AVV	intense ash violet	
	NEUTRAL	NEUTRAL	

milk_shake® the gloss colour allows the salon professional to easily choose the intensity of the level and the best colour tone according to the customer's request, the diagnosis/consultation, and hair type. **milk_shake® the gloss colour** can interact with the other **z.one** concept™ colours, or it can be chosen on its own, according to the different colouring and toning requirements, which will always depend on the structure of the hair, the presence and percentage of greys, or the type of colour or lightening effect already present in the hair.

6. TONAL SERIES AND NEWTON'S DISK

NATURAL / brown tone. Masks greys, for natural-looking colour.

.03 NATURAL GOLDEN / natural warm tone. To tone lightened hair with a soft tone without problems of colour-veering on particularly sensitive hair.

.07 NATURAL VIOLET / natural violet tone. To tone slightly golden lightened hair with a target neutral tone.

.08 NATURAL MOKA / natural amber tone. For those who love neutral blond colour with a slightly warm character. Suitable for very sensitized hair, to avoid unwanted colour veering.

.1 ASH / grey tone. Ideal for obtaining cool colours and for neutralizing orange / yellow / brassy tones.

.11 INTENSE ASH / grey violet or blue tone. Its intensity varies according to the base level. Suitable for those who love a cool colour on medium levels, and grey on very light levels.

.13 BEIGE / beige tone. Ideal for those looking for a golden / cool tone. A neutral shade suitable for giving radiance to medium and light base levels.

.17 ASH VIOLET / violet grey tone. Suitable for those looking for a cool colour or for those who need to control an excessive presence of yellow/brassy tones on lighter levels, and orange tones on medium levels.

.3 GOLDEN / golden tone. Warms any medium and light levels. Its balanced tone makes it special for those who love a balanced warm colour.

.37 GOLDEN VIOLET / neutral tone. Delicate and balanced tones to give a natural, satin finish to light and very light hair.

.4 COPPER / orange tone. A bright shade and true to its name. Suitable for obtaining warm shades.

.41 COPPER ASH / satin copper tone. Ideal for those looking for a trendy shade to stand out from the most classic blond colours.

.43 COPPER GOLDEN / orange golden tone. Refined and balanced for those seeking a copper tone that's very delicate and never excessive.

.44 INTENSE COPPER / orange tone. Radiant and intense colour tones. Suitable for full, warm colour results.

.6 RED / red tone. Ideal to create balanced red tones.

.68 RED MOKA / a blush tone with delicate pink tones to create iridescent colour effects on blond hair.

.7 VIOLET / violet tone. To add violet tones.

.71 VIOLET ASH / violet-blue tone. Intense and deep tone for strong, cool violet tones.

.73 VIOLET GOLDEN / a cool/neutral tone. Violet and golden tones are perfect for fashion effects on light brown, very light brown or blond hair.

.77 INTENSE VIOLET / intense violet tone. The intensity of the violet tone can be used to neutralise whilst toning at the same time. For intense violet tones.

.8 MOKA / neutral brown tone. Ideal for those who want a brown colour that's delicate and soft, for natural but beautiful effects.

.81 MOKA ASH / cool brown tone. Ideal for those looking for a neutral shade that requires a stronger cool effect on existing warm tones.

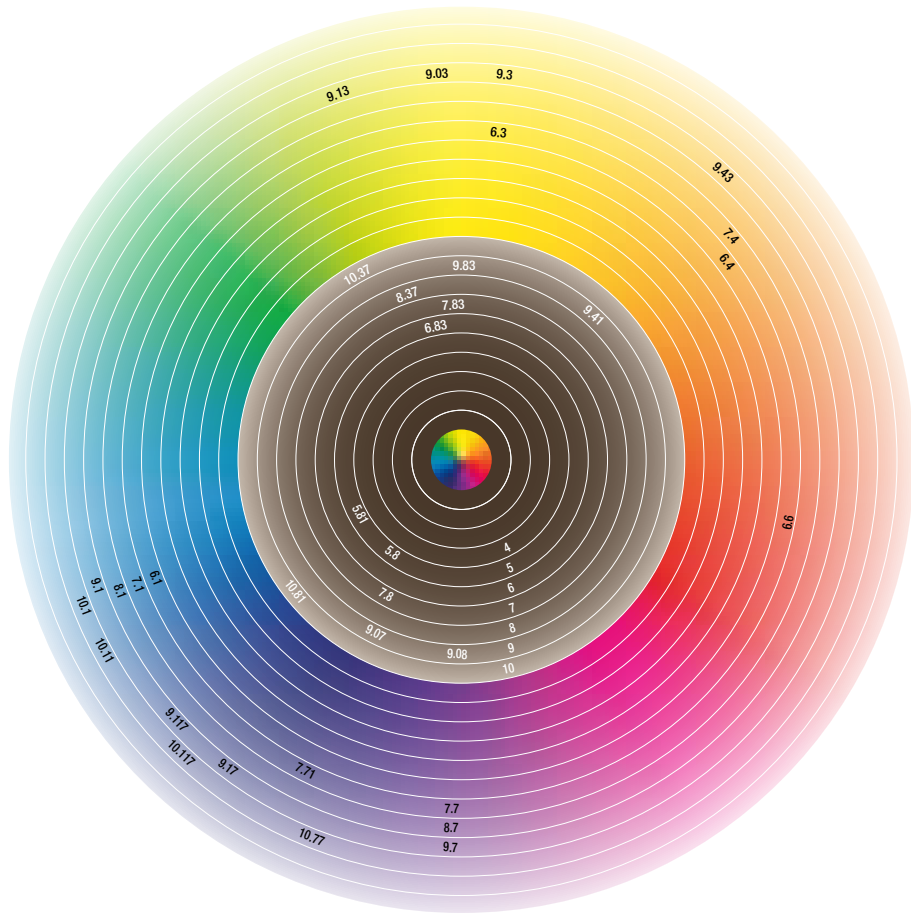
.83 MOKA GOLDEN / warm brown tone. A very deep yet delicate colour. Ideal for applications on porous hair to avoid darkening.

.117 INTENSE ASH VIOLET / intense grey tone. A matte effect for cool tones on very light levels.

NEUTRAL / colourless. Neutral shade that is used to desaturate any other shade or to give maximum shine to natural or colour-treated hair.

NEWTON'S DISK

A correct reading of the colour disk allows the hairdresser to immediately identify the positioning of each shade, both as a level and as a tone. With the colour disk, a technician will know what to choose and use according to the target colour, and if necessary, how to adjust the formula before colour application.



7. ACTIVATOR

The specific **milk_shake® the gloss colour acidic colour activator** has a strength of 6 volumes (1.8%).

Its special formula has the ability to bring the mixture of the colour into an acidic pH range (pH value of the colour + oxidant mixture is 6.7). Due to this special combination, the natural hair colour is not lightened and the hair structure remains almost unchanged, guaranteeing pigment deposit only.

Specific ingredients within the activator formula

HYPER-FERMENTED PRICKLY PEAR EXTRACT

The prickly pear is a succulent plant particularly appreciated for the nutritional and nutraceutical properties of its fruit, rich in sugars, pectin, fibre, minerals, Vitamin C and E. Popular tradition has always attributed therapeutic properties to the prickly pear, now confirmed by science through clinical trials. In particular, its bioactive compound content has an extraordinary antioxidant action. Our choice turned to an extract which is highly concentrated in antioxidants obtained from fruits of Italian origin. The cutting-edge green technology of hyper-fermentation applied to prickly pears results in an enhanced Phyto-complex, where the number of polyphenols is increased by + 44%, with an increase in flavonoids and antioxidant power equal to + 50% and + 60% respectively. These bioactive substances perform important protective effects by counteracting the free radicals responsible for the damage to biological tissue. The protective action of prickly pear extract means that the hair cuticle is protected to better resist external aggressors and to preserve its integrity, for intense, shiny colour for longer.

The main points:

1. natural

because the extraction process uses hydrolytic enzymes, yeast, and water as the only solvent.

2. sustainability

because we recover parts of the fruit that would otherwise be lost.

3. safety

step-by-step transformation under standardized conditions and rigorous quality controls at every stage of production.

AMINO ACID COMPLEX

Amino acid complex is the exclusive complex of plant amino acids derived from wheat and soy, which restores the natural components of keratin to the hair, essential elements for the integrity, strength and resistance of the protein chain within the hair to internal and external stress factors. Thus, the hair is nourished and regains strength, lustre, smoothness and softness.

ORGANIC BLUEBERRY EXTRACT

It nourishes scalp and hair, supplying the hair with precious phytonutrients such as vitamins and minerals and antioxidants, with precious protective, toning and emollient properties, for shiny hair that's full of life.

INTEGRITY 41®

Integrity 41® is obtained through extraction from the floury residue of sunflower seeds that remains after having separated the oil, a special hydro-glycolic extract rich in antioxidant polyphenols. These powerful natural substances possess extraordinary protective effects from free radicals and stress factors that threaten the hair's integrity, colour intensity and shine.

8. MIXING RATIO

milk_shake® the gloss colour is mixed with **milk_shake® the gloss colour acidic colour activator** 6 vol. with a 1:1 mixing ratio (e.g. 40 g **milk_shake® the gloss colour** + 40 g **milk_shake® the gloss colour acidic colour activator** 6 vol).

9. WORKING METHOD

The result of each technical service is always guaranteed by a procedure which protects the colour result as well as being completely safe.

The **z.one** concept™, method developed for all our colouring services makes it easier to reach target goals whilst protecting the technician and the client.

The service procedures are:

- PRELIMINARY SENSITIVITY PATCH TEST
- SCALP ANALYSIS
- HAIR ANALYSIS
- PROTECTING THE CLIENT
- MIXING OF THE COLOUR
- APPLICATION AND SERVICES
- PROCESSING TIME
- RINSE
- CLEANSE AND CONDITION

10. PRELIMINARY SENSITIVITY PATCH TEST

Cleanse a small area of skin behind the ear or in the hollow of the elbow with rubbing alcohol. Apply a small amount of product, repeating three times. Leave to dry and wait 48 hours without washing. If in this period of time, redness, swelling or itching appear, avoid using the product. The test does not rule out the possibility of an allergic reaction after having used the product.

In the case of unwanted reactions during application (such as intense itching, burning, skin irritation, fainting or dizziness, respiratory difficulties and / or swelling of the eyes / face) rinse hair immediately, discontinue use of the product and immediately consult a doctor.

If after colouring or in the subsequent days, problems such as itching, redness or irritation of the skin and scalp, swelling of the eyes / face, blisters and / or exudative eczema of the skin or scalp occur, consult a doctor immediately. Follow these instructions and precautions and ask the customer to read them.

11. SCALP ANALYSIS

This is a very important step in establishing the feasibility of the service and the subsequent working method. Scalp analysis is always essential to avoid any client discomfort. If during the analysis any redness or scalp disorder is found, it is recommended to evaluate the feasibility of the service.

12. HAIR ANALYSIS

At this stage the important aspects to consider are the structure and natural colour or cosmetic colour present on the hair.

STRUCTURE: a damaged structure could affect the result and the duration of the colour. Knowing this, and in the case of damaged or porous hair, it is preferable to apply **milk_shake® colour specifics pro colour equalizer** before the chosen colour for application on lengths and ends.

To make a correct diagnosis before applying milk_shake® the gloss colour, always:

- Examine the condition of the hair, its porosity and its colour (natural / colour-treated or mixed).
- Decide the desired target colour together with the client.
- Always consider the percentage of greys.
- Choose the most suitable service from those available.

13. PROTECTING THE CLIENT

Protection means everything that safeguards the customer's clothing and that can guarantee a state of comfort from the beginning to the end of the service.

PROTECTING CLOTHING: to avoid staining clothes, it is important to have a client robe and / or a disposable cape worn in such a way as to avoid any splash of colour on clothes which would be very unpleasant.

PROTECTING THE FACE: **milk_shake® colour specifics powerful protector** is a pre-colouring protective fluid. It protects the skin from any irritation and redness during technical services and also avoids colour stains on the skin without affecting the action of the colour on the hair. It should be applied evenly over the hairline before the technical service.

PROTECTING THE HAIR: if during the hair analysis phase, the structure has particularly porous areas, before applying the colour, use **milk_shake® colour specifics pro colour equalizer**, which equalizes and strengthens the hair structure before colouring, ensuring an even colour result. Spray over the hair before each colour service.

14. MIXING OF THE COLOUR

Remember that the mixing ratio of **milk_shake® the gloss colour** is 1:1 (e.g. 40 g **milk_shake® the gloss colour** + 40 g **milk_shake® the gloss colour acidic colour activator** 6 vol.). Remember the importance of an efficient and correct mixing of the colouring oil and developer. If these are not mixed properly, anomalies could occur such as less colour deposit and untimely colour-fading. With **milk_shake® the gloss colour**, it is possible to prepare the mixture with the classic method of brush and bowl, or due to its consistency, it can be applied with the appropriate **milk_shake® applicator bottle** that facilitates both mixing and application.

REMEMBER: the final mixture must be well-blended, but in mixing phase the consistency should be similar to a gel. Both during mixing and application, the colouring mixture must not be foamy.

15. PROCESSING TIME

The recommended processing time is 20 minutes. The balanced colour formula means that the processing time can be kept standard and there is no need to modify it according to the type or porosity of the hair.

16. RINSE

At the end of the processing time, seat the customer at the backwash and massage the product gently over scalp and hair. Rinse by adding a little water at a time until an even cream is obtained. Rinse completely with water until the colouring product is removed completely and continue with the cleansing and conditioning phase.

17. CLEANSE AND CONDITION

This phase is also important to ensure not only the perfect cleansing of the scalp and hair, but also to create a wellness ritual for the customer after the colouring service. The **milk_shake® colour specifics** line concludes the colour service with a system that eliminates any chemical residue from the scalp and hair, cleanses gently, conditions and seals the cosmetic pigments in the hair.

FIRST STEP: milk_shake® acid colour sealer is a post colour acidifier specifically formulated to close the cuticles after each technical service, sealing the colour inside the hair. After a very good colour rinse, apply evenly over the hair, avoiding the skin. Leave in for 3 minutes and without rinsing, continue with **milk_shake® colour sealing shampoo**.

SECOND STEP: milk_shake® colour sealing shampoo cleanses gently, sealing in the colour, improving colour durability and enhancing shine. Apply after acid colour sealer, lather then rinse.

THIRD STEP: milk_shake® colour sealing conditioner conditions the hair after colouring, closes the hair cuticles, seals the cosmetic pigments inside the hair and improves the duration of the colour, enhancing shine.

18. THE NEUTRAL SHADE

The NEUTRAL shade is a special colourless shade. Its function within the colour chart is specific and very useful. NEUTRAL can be used to desaturate any shade in order to create lighter shades that are not present in the colour chart.

Desaturate means to create a colour that is 1 level lighter but of the same tone as the shade in the colour chart. To desaturate a colour 1 level, the proportion indicated is 50% of the total colouring mixture.

E.g. target colour 10.13: prepare a mixture of 20 g **milk_shake® the gloss colour 9.13** + 20 g **milk_shake® the gloss colour NEUTRAL** + 40 g **milk_shake® the gloss colour acidic colour activator 6 vol**.

Another very important use of this special shade is to mix NEUTRAL to the chosen **milk_shake® the gloss colour** shade when it is necessary to apply the colour to the most sensitive areas of the lengths and ends, to avoid toning or excessive darkening of the final colour (see chapter 15.1). In this specific case and service, the percentage of NEUTRAL to add to the chosen shade of **milk_shake® the gloss colour** is from 25% up to maximum 50% of the colour mixture.

E.g. target colour 8.81 on very porous lengths: prepare a mix of 30 g **milk_shake® the gloss colour 8.81** + 10 g **milk_shake® the gloss colour NEUTRAL** + 40 g **milk_shake® the gloss colour acidic colour activator 6 vol**. **N.B** if the lengths tend to absorb excessively, the percentage of NEUTRAL can be increased up to 50%.

19. CONCLUSIONS

This manual was created with the intention of informing the hairdresser about the characteristics and features of our **milk_shake® the gloss colour**. We have included everything we think is important to know and that can guarantee the hairdresser applies the colour and toning service safely. As we know, in the world of colouring, the cases that we meet every day in the salon are varied and endless. In addition to all that has been included in this manual, it is always a good rule to adopt and put into practice all the knowledge that we have learned during our experience and training.



milk
shake
the gloss
colour

10.11 | 10 AA
INTENSE ASH
PLATINUM
LIGHTEST BLOND

acidic pH demi colouring
treatment for hair
AMMONIA FREE
with hyper-fermented
prickly pear extract


60 ml e 2.03 fl oz


milk
shake[®]
the gloss
c o l o u r


z.one concept[™]

z.one concept s.r.l. _ Via Brodolini, 30
21046 Malnate (VA) _ ITALY

Z110MATM2035

[milkshakehairpro](#) 

[milkshakehairpro](#) 

support@milkshakehairpro.com 

[milkshakehairpro.com](#) 