



technical manual



milk\_shake is a range of professional hair care products that believes in simple, joyful, spontaneous beauty.
 Our secret? Ingredients of natural origin like milk proteins and fruit extracts that take care of every hair type.



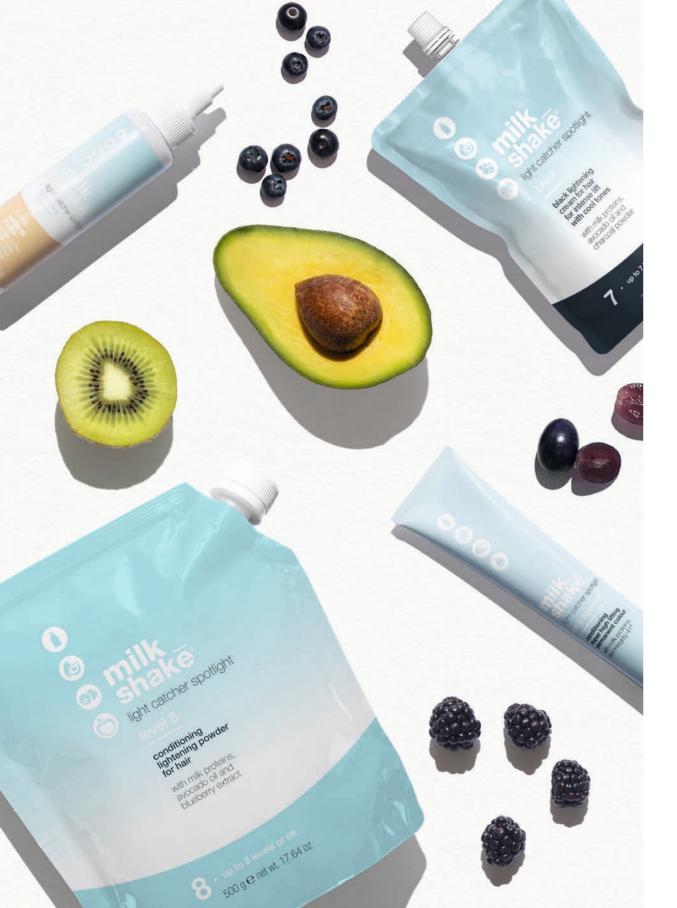
### a colour as natural as yours

### Rediscover your natural shades with the milk\_shake<sup>®</sup> colour philosophy:

/ healthy and shiny hair/ spontaneous and natural beauty/ superior salon service

### How?

 / with high quality products that contain natural ingredients which nourish the hair
 / with innovative techniques that deliver natural and customised looks
 / with tools created specifically to give added value to salon services

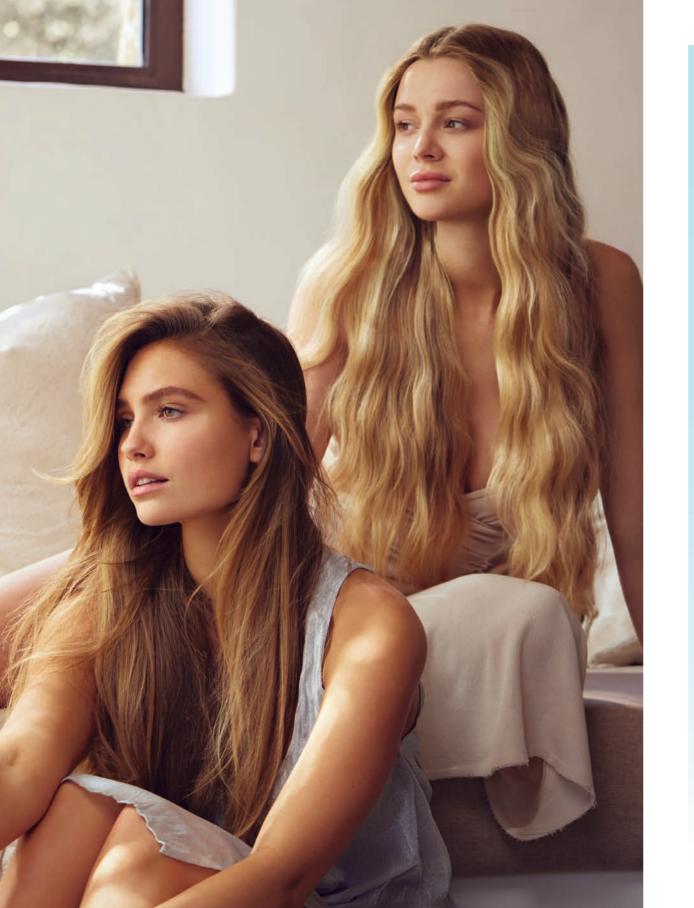


# **LIGHT UP** YOUR BLOND HAR

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## **LIGHT UP** YOUR BLOND HAIR

milk\_shake<sup>o</sup> light catcher spotlight: a range of lightening products with state-of-the-art formulas with guaranteed performance and excellence.

AN EXTRAORDINARY RANGE DEVELOPED TO CREATE INTENSE AND RADIANT BLONDS, FROM NATURAL TONES TO THE MOST CREATIVE.

BALANCED AND SAFE FORMULAS THAT RESPECT THE SCALP AND HAIR.

#### light catcher spotlight level 9

extra-high-lift powder for hair with milk proteins, avocado oil and grapeseed oil

up to 9 levels of lift

#### light catcher spotlight level 8



Dans.

conditioning lightening powder for hair with milk proteins, avocado oil and blueberry extract

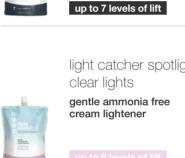


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freehand lightener for hair with milk proteins, avocado oil and blackberry extract

up to 7 levels of lift



black

light catcher spotlight

light catcher spotlight

for lift with cool tones

black lightening cream for hair





light catcher spotlight lift & balance super highlifter cream for hair, with grey coverage



light catcher spotlight light layers super highlifter cream for untreated or colour-treated hair



light catcher spotlight soft light oxidizing emulsion cream developer



light catcher spotlight fast toning conditioning direct colour





### milk shake light catcher spotlight

Extra-high-lift

WITH PLEX

powder for hair

ECHNOLOGY

Up to 9 levels of lift

Enriched with milk proteins, avocado pulp oil, grapeseed oil



**RECOMMENDED FOR:** all lightening techniques

SPEED:

#### **Features:**

 $\cdot$  Up to 9 levels of lift

 $\cdot$  Protects and conditions the hair fibre during processing

Ø

- $\cdot$  Flexible mixing ratios
- $\cdot$  Pliable mixture
- $\cdot$  Easy to apply
- $\cdot$  Recommended for all lightening techniques
- $\cdot$  Recommended for all freehand lightening techniques

### Mixing ratio and levels of lift:

mixing ratio			levels of lift
1 : 1,5	oxidizing emulsion 20 vol (6%)	30 min.	Up to 7 levels
1 : 1,5	oxidizing emulsion <b>30 vol</b> (9%)	30 min.	Up to 8 levels
1 : 1,5	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 9 levels
1:2	oxidizing emulsion 20 vol (6%)	30 min.	Up to 6 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 8 levels
1:2	oxidizing emulsion 40 vol (12%)	45 min.	Up to 9 levels

### **Application:**

- $\cdot$  Apply to dry hair
- $\cdot$  Leave to develop 30 minutes for maximum results and in any case for no longer than 45 minutes
- · Keep checking hair during processing
- $\cdot$  It is not recommended to use heat sources

level 8

#### Conditioning lightening powder for hair

Up to 8 levels of lift

Enriched with milk proteins, avocado pulp oil and blueberry extract





**RECOMMENDED FOR:** all lightening techniques with support



#### **Features:**

 $\cdot$  Up to 8 levels of lift

- Non-drip formula
- $\cdot$  Non-volatile formula
- Pliable mixture

 $\cdot$  Neutralizing agents remove unwanted brassy and warm tones

 $\cdot$  No-swell formula

· Recommended for all lightening techniques using support

#### Mixing ratio and levels of lift:

1:2	oxidizing emulsion 20 vol (6%)	30 min.	Up to 6 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	30 min.	Up to 7 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 8 levels
1:3	oxidizing emulsion 20 vol (6%)	30 min.	Up to 6 levels
1:3	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 7 levels
1:3	oxidizing emulsion 40 vol (12%)	45 min.	Up to 8 levels

### **Application:**

- $\cdot$  Apply to dry hair
- Leave to develop until the desired level of lift has been achieved, up to 45 minutes
- · Keep checking hair during processing
- $\cdot$  It is not recommended to use heat sources

### milk shakē

light catcher spotlight level 7

### Freehand lightener for hair

Up to 7 levels of lift

Enriched with milk proteins, avocado pulp oil and blackberry extract



**RECOMMENDED FOR:** all freehand lightening techniques



#### Features:

- $\cdot$  Up to 7 levels of lift
- $\cdot$  Easy and precise application
- $\cdot$  Humectant formula

 $\cdot$  Clay like texture

- · Prolonged lightening action
- · Lightens with a natural effect
- · Recommended for all freehand lightening techniques

### Mixing ratio and levels of lift:

1 : 1,5	oxidizing emulsion 20 vol (6%)	30 min.	Up to 5 levels
1 : 1,5	oxidizing emulsion <b>30 vol</b> (9%)	30 min.	Up to 6 levels
1 : 1,5	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 7 levels
1:2	oxidizing emulsion 20 vol (6%)	30 min.	Up to 4 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 6 levels
1:2	oxidizing emulsion 40 vol (12%)	45 min.	Up to 7 levels

### Application:

- $\cdot$  Apply to dry hair
- Leave to develop until the desired level of lift has been achieved, up to 45 minutes
- $\cdot$  Keep checking hair during processing
- $\cdot$  It is not recommended to use heat sources

black

Black lightening cream for hair for lift with cool tones

> Up to 7 levels of lift

Enriched with milk proteins, avocado pulp oil and charcoal powder





RECOMMENDED FOR: cool blonds, neutralising the base level



SPEED:

#### **Features:**

- $\cdot$  The charcoal and dark pigments inhibit warm tones
- $\cdot$  Up to 7 levels of lift
- $\cdot$  Hydrates the hair fibre during processing
- $\cdot$  Creamy mixture
- Conditioning action
- $\cdot$  Can be mixed with other lightening powders

### Mixing ratio and levels of lift:

1:2	oxidizing emulsion <b>10 vol</b> (3%)	45 min.	Up to 5 levels
1:2	oxidizing emulsion 20 vol (6%)	45 min.	Up to 6 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	45 min.	Up to 7 levels
1:3	oxidizing emulsion <b>10 vol</b> (3%)	45 min.	Up to 4 levels
1:3	oxidizing emulsion 20 vol (6%)	45 min.	Up to 5 levels
1:3	oxidizing emulsion <b>30 vol</b> (9%)	45 min.	Up to 6 levels

### **Application:**

- $\cdot$  Apply to dry hair
- Processing time: up to 45 minutes
- $\cdot$  Keep checking hair during processing
- $\cdot$  It is not recommended to use heat sources

Always consider and respect the mixing ratio given for the lightening powders. The choice of volumes of oxidant will depend on the desired lightening result.

# milk\_shake light catcher spotlight black can be mixed with all the other spotlight products

### What are the benefits?

According to the chosen **milk\_shake**<sup>•</sup> light catcher spotlight product that is mixed with **milk\_shake**<sup>•</sup> light catcher spotlight **black**, the benefits are:

greater tone control greater evenness compactness and manageabilit of the final mixtu

improves toning effec

Choose the required **milk\_shake** light catcher spotlight lightening product and add **milk\_shake** light catcher spotlight **black** with a **3:1** mixing ratio (e.g.: 30g **milk\_shake** light catcher spotlight **level 8** + 10 g **milk\_shake** light catcher spotlight **black**).

	+	
3 parts <b>milk_shake</b> light catcher spotlight level 8 + 1 part <b>milk_shake</b> light catcher spotlight <b>black</b> .	3 parts milk_shake <sup>•</sup> light catcher spotlight level 7 + 1 part milk_shake <sup>•</sup> light catcher spotlight black.	3 parts milk_shake <sup>•</sup> light catcher spotlight level 9 + 1 part milk_shake <sup>•</sup> light catcher spotlight black.
Greater tone control.	Greater tone control.	Greater tone control.



Gentle ammonia free cream lightener

Up to 6 levels of lift

Enriched with milk proteins, avocado pulp oil and cranberry extract





**RECOMMENDED FOR:** total lightening and decap/colour removal



### • No ammonia

• Up to **6 levels** of lift

• Hydrates the hair fibre during processing

 $\cdot$  Creamy mixture

· Conditioning action

 $\cdot$  Lightens with natural tones

 $\cdot$  Recommended for total lightening and decap/colour removal

#### Mixing ratio and levels of lift:

1:2	oxidizing emulsion <b>10 vol</b> (3%)	35 min.	Up to 4 levels
1:2	oxidizing emulsion 20 vol (6%)	35 min.	Up to 5 levels
1:2	oxidizing emulsion <b>30 vol</b> (9%)	40 min.	Up to 6 levels
1:3	oxidizing emulsion <b>10 vol</b> (3%)	45 min.	Up to 4 levels
1:3	oxidizing emulsion 20 vol (6%)	45 min.	Up to 5 levels
1:3	oxidizing emulsion <b>30 vol</b> (9%)	45 min.	Up to 6 levels

### Application:

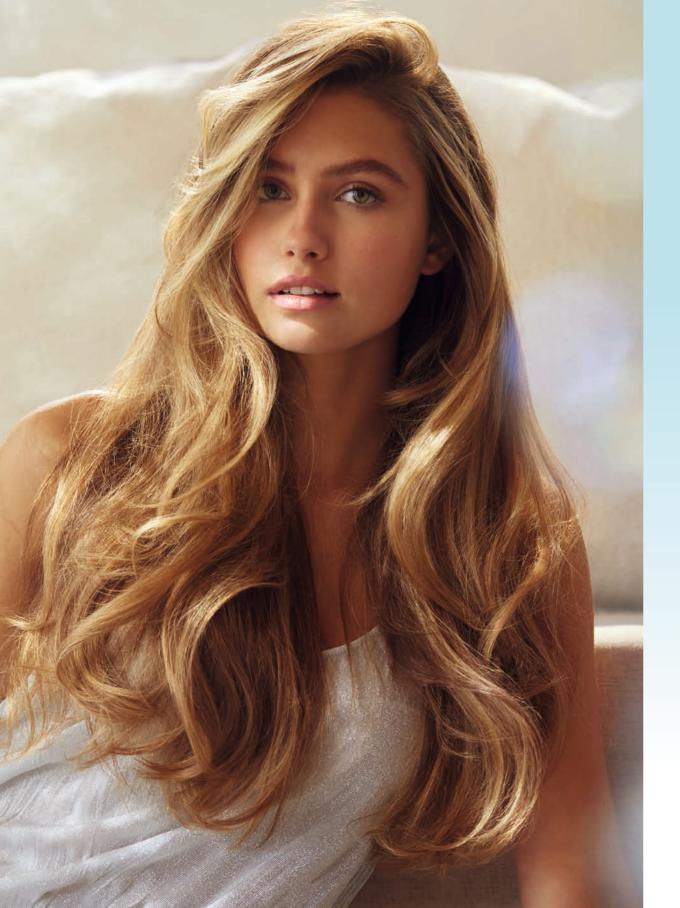
 $\cdot$  Apply to dry hair

- · Processing time: up to 45 minutes
- $\cdot$  Keep checking hair during processing

 $\cdot$  It is not recommended to use heat sources

Use **milk\_shake** light catcher spotlight **clear lights** with a 1:2 mixing ratio for total lightening and 1:3 mixing ratio for colour correction and decap/colour removal





Super highlifter cream for hair, with coverage

Enriched with milk proteins and Integrity 41®



#### **RECOMMENDED FOR:**

lightening natural base levels up to 4-5 levels and giving perfect grey coverage in just one step

#### **Features:**

 $\cdot$  Up to 4-5 levels of lift

- · Perfect grey coverage
- · For natural base levels 6 or lighter

 $\cdot$  Can be applied to 30%-70% greys

### Mixing ratio and levels of lift:

Always combine with light catcher spotlight **soft light** oxidizing emulsion **40 vol** (12%).

1:1	light catcher spotlight <b>soft light</b> oxidizing emulsion <b>40 vol</b> (12%)	45 min.	Up to 5 levels

### Shades:



### **Application:**

 $\cdot$  Apply to dry, unwashed hair

- $\cdot$  Once mixed, apply the mixture immediately
- Should the percentage of greys vary greatly between the front and back areas (e.g. front area 60% greys – back area 30% greys), it is recommended to apply first to the area with the lowest percentage of greys to enhance the high-lift action

#### light layers

Super highlifter cream for untreated or colour-treated hair

Enriched with milk proteins and Integrity 41®





#### RECOMMENDED FOR: partial lightening on untreated or colour-treated level 6 hair or lighter

#### **Features:**

- · Lightens untreated hair up to 4-5 levels
- $\cdot$  Lightens previously colour-treated hair up to 2-3 levels
- $\cdot$  Lightens with natural tones
- · Recommended for untreated or colour-treated level 6 or lighter
- Application using strips

#### Mixing ratio and levels of lift:

Always combine with light catcher spotlight **soft light** oxidizing emulsion **40 vol** (12%).

mixing ratio			
1:1	light catcher spotlight <b>soft light</b> oxidizing emulsion <b>40 vol</b> (12%)	45 min.	Up to 5 levels

### **Application:**

- $\cdot$  Apply to dry, unwashed hair
- $\cdot$  Once mixed, apply the mixture immediately
- $\cdot$  Do not apply to previously lightened hair
- $\cdot$  Only apply to lengths
- Apply a generous amount of product to thin sections for an even
  result with maximum lightening
- $\cdot$  Use strips to apply

Should the application base be uneven, the result will be a variety of tones within the hair. To avoid this, tone the hair. When lightening colour-treated hair, be aware that the result will vary depending on the application base and number of previous colour applications.

### milk\_ shake® light catcher spotlight soft light

Oxidizing emulsion 40 vol (12%) Developed to be combined with **milk\_shake**<sup>•</sup> light catcher spotlight **lift & balance** and **light layers** 

### Mixing ratio and levels of lift:

light catcher spotlight lift & balance	1:1	45 min.
light catcher spotlight light layers	1:1	45 min.

The oils within the formula protect the scalp and hydrate the lengths. The oxidant develops the pigments during processing to give maximum lightening performance and deposit.

milk shake<sup>®</sup> creative oxidizing emulsion

#### Oxidizing emulsion 10 vol (3%) 20 vol (6%) 30 vol (9%) 40 vol (12%)

A range of oxidizing emulsions formulated for colouring and lightening services using **milk\_shake**<sup>•</sup> technical products. They contain the exclusive ingredient Integrity 41<sup>°</sup> that protects colour and helps it last longer, as well as milk proteins, honey and mango extract.



### Mixing ratio and levels of lift:

level 9	1 : 1,5 / 1 : 2	10 / 20 / 30 / 40 vol.	up to 45 mins.
level 8	1:2/1:3	10 / 20 / 30 / 40 vol.	up to 45 mins.
level 7	1 : 1,5 / 1 : 2	10 / 20 / 30 / 40 vol.	up to 45 mins.





### **milk shake** light catcher spotlight fast toning

Conditioning direct colour

light catcher spotlig

**RECOMMENDED FOR:** level 9 or lighter blond or lightened hair

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Soco Fr		2000 S	eogo Tille
			North State

017/NAV	071/NVA	008/NNB	038/NGB	046/NCR
Natural ash violet	Natural violet ash	Natural moka	Natural golden moka	Natural copper red

#### **Features:**

- · Instant gentle toner
- $\cdot$  Recommended for level 9 or lighter pre-lightened hair
- $\cdot$  Formulated with direct pigments that last up to 4-5 washes\*
- $\cdot$  SLS/SLES FREE PARABEN FREE
- $\cdot$  Ammonia and oxidant free

\*according to the condition of the hair, the processing time and quantity of product used.

### Which services is it suitable for:

- $\cdot$  Quick toning services at the basin
- · Delicate pastel effects
- · Emphasizing or correcting colour tones
- · Reviving hair colour

### Use

Distribute evenly over clean, damp hair, or to select strands according to the requested target result. After the processing time, lather and rinse. If necessary, follow with a conditioner. Processing time: from 5 to 20 minutes.

The shades can be mixed together (according to colorimetry principles) to customise the hair colour result. **milk\_shake** ght catcher spotlight **fast toning** can be added to a phampoo, mask or conditioner for subtle results.



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