



milk
shake[®]
lifestyling





milk shake® lifestyling

A PRODUCT RANGE
DESIGNED TO
RECREATE
ANY LOOK,
FROM THE
MOST NATURAL
TO THE MOST
ELABORATE.



amazing curls & waves

ultra-lightweight spray for wavy styles and curly hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Defined and frizz-free curls and waves. It gives a natural, voluminous and weightless finish, without leaving heavy residue on the hair. The special polymers in the formula have a film-forming action that protects hair colour. It eliminates frizz and protects hair from humidity. Its memory effect enhances the hairstyle, making it last longer. Ideal for wavy styles using straighteners or tongs.

Use: apply generously to clean, damp hair and proceed with styling. If applying to dry hair, spray over the hair and shape with the hands.



amazing

anti-humidity protective styling spray for hair

HOLD □□□□ VOL ■■■■ SHINE ■■■■

A pre-styling spray capable of eliminating frizz with a long-lasting result. The special polymers within its formula are heat-activated, creating a film-like effect over the hair that protects hair from humidity, protects hair colour and maintains the hairstyle for longer. Its formula, enriched with fruit extracts, gives a shiny, glossy finish with a mirror-like effect. It reduces drying time, protects from heated styling tools, doesn't leave residue and doesn't weigh the hair down.

Use: spray generously and evenly over clean, damp hair. Comb and proceed with the desired style.



shaping foam

medium hold styling foam

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. For all hair types.

Use: shake well and dose the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.



liquid stiler

styling and defining fluid

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Gives body, softness and shine.

Use: dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.



liquid styler styling and defining fluid

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Gives body, softness and shine.

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texturizing spritz bodifying spray for hair

HOLD ■■■□ VOL ■■■□ SHINE □□□□

Bodifying formula with a matte finish that gives hold and creates “beach-effect” voluminous waves with shape control on all hair lengths. Contains selected active ingredients to protect the hair from fading and dehydration. Particularly suitable for fine hair.

Use: shake well before use. Spray over damp hair and leave to dry naturally for a casual look, work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.



styling potion conditioning and styling cream

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothenes the cuticle of the hair, giving natural body.

Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



thermo-protector heat protection for hair

HOLD □□□□ VOL □□□□ SHINE ■■■□

An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. The formula should be sprayed at 20-30 cm from clean, damp hair, from root to tip, creating an invisible film over the hair that prevents split ends, breakage and damage, as well as reducing drying time. Contains quinoa, silk and milk proteins for heat protection and hair colour protection.

Use: spray at approx. 20-30 cm onto clean, damp hair, from roots to ends. Proceed with blow-drying.



dry shampoo instant dry shampoo

HOLD □□□□ VOL ■■■■ SHINE ■□□□

Ultra-fine mist formula with instant results. Gives the scalp a pleasant sensation of freshness and cleanliness without needing water, leaving hair light and without any product residue. Leaves hair looking cleaner for longer. With hemp seed oil, with nourishing properties for scalp and hair.

Use: shake before use, spray onto roots, wait for few moments, then style using your hands or a brush.



medium hold hairspray medium hold hair spray

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Medium hold hairspray that supports hair styles with a natural and flexible hold. Leaves hair full of body and shiny, without product residue and without weighing the hair down. With a UV filter and quinoa proteins for colour protection, protecting from the sun's rays and environmental stress which cause colour-fading, for a more youthful appearance.

Use: spray at approx. 20-30 cm from hair as needed.



strong hairspray strong hold hair spray for colour-treated hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Strong hold hair spray formulated to give structure, hold and long-lasting style without taking away the hair's natural movement. Gives hair body and shine without product build-up or residue. Contains a UV filter and quinoa proteins for greater colour stability over time, protecting treated hair for a vibrant, intense and shiny result.

Use: spray at 20-30cm from the hair for the desired effect or style.



strong eco hairspray strong eco hairspray for colour-treated hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A hairspray with extra strong hold, it gives structure to the hair with exceptional shine. It protects hair from humidity and from external aggressors, maintaining the hair's volume and style. Quick to dry, it is easily brushed out and does not leave residue on the hair. Contains quinoa proteins, **Integrity 41**[®], organic fruit extracts, milk proteins and a UV filter.

Use: spray at 20-30 cm from the hair as required.



extra strong hairspray

extra strong hold hair spray

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Formulated to give hold and keep hair styles in place with maximum hold and flexible support. Leaves hair shiny and healthy. With quinoa proteins, for color protection.

Use: spray at approx. 20-30 cm (8-12 in) from the hair as needed.



let it shine

softening glossing spray

HOLD □□□□ VOL ■□□□ SHINE ■■■■

This super fine mist leaves hair soft and shiny without weighing it down. Does not give hold. Suitable for all hair types, it keeps static in check and has a thermo-protective action. Contains quinoa proteins, **Integrity 41**[®], organic fruit extracts, milk proteins and a UV filter.

Use: spray evenly over damp hair, over lengths and ends or at the end of styling.



smoothing cream

soft hold smoothing cream

HOLD ■□□□ VOL ■□□□ SHINE ■■■■

A styling cream formulated to smoothen the cuticle, protect the hair during blow-drying, and give natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.

Use: dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



powder pop

volumizing powder for hair

HOLD ■■■■ VOL ■■■■ SHINE □□□□

A weightless and light styling powder that is ideal to give volume with a matte finish.

Use: distribute a small quantity of product to the roots of dry hair or to the hands, and proceed with styling.



curl shaper

shaping fluid for curly hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Ideal for defined and enduring curls. It intensifies the hair's natural texture, giving control to defined curls and perfecting soft waves. Its specific formula guarantees an anti-frizz action, shine, and colour protection.

Use: apply to clean, damp hair and proceed with styling.



blow-dry primer

pre-styling lotion for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Ideal to give hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading. It contains quinoa proteins, **Integrity 41°**, organic fruit extracts, milk proteins and a UV filter.

Use: dose the necessary quantity and apply to clean, damp hair. Proceed with the desired style.



medium hold gel

medium hold styling gel

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives hold to any hair style to create defined styles with a memory effect, giving incredible shine. Gives structure to fine hair and gives body and definition to curls with an anti-frizz effect. Quick to dry, it doesn't leave any residue on the hair.

Use: work a small quantity through the fingers and apply to damp or dry hair.



fixing paste

strong hold paste for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives texture and structure to the style with strong, flexible hold. Its texture makes it easy to apply and workable.

Use: Take a small quantity of product and work it between the palms of the hands. Distribute over damp or dry hair, then shape as desired.

texturizing cream bodifying molding cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



Particularly suitable for fine hair, when applied to dry hair it gives body, giving separation and control to hair strands for creative and unkempt looks. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair.

Use: apply to dry hair and style.

design wax defining wax

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair. With organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, it leaves hair defined and shiny.

Use: apply to dry hair and style.

freehand paste molding paste with flexible control

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair.

Use: apply to damp or dry hair and style.



milk_shake[®] BRAIDERS



grease
braid defining wax

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives a touch of shine and is ideal to create perfect separations, braids and knots.
Use: apply to dry hair and style.



lotion
braid defining lotion

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A light and flexible lotion for the hair that is perfect for creating braids and knots.
Use: apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



cream
braid styling cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■


A light and flexible cream, ideal for creating braids and knots.
Use: apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.


milk
shake[®]
lifestyling


Z110MATM5067

z.one concept[™]

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

milkshakeusa 

milkshakeusa 

milkshakehair.com 

made in italy 