



yellow



copper



pink



violet



blue



emerald  
green



brown

**milk\_shake**<sup>®</sup>  
CONDITIONING  
DIRECT COLOUR

z.one concept<sup>™</sup>

# **milk\_shake**<sup>®</sup>

## CONDITIONING DIRECT COLOUR

**A direct cosmetic, conditioning and delicate color to create temporary hair color without the commitment of permanent color, with excellent results.**

Dynamic, versatile and multi-functional, it gives highly creative chromatic effects that are easy to maintain.

### TECHNOLOGY

- **A DIRECT FORMULA**, where the formula stays on the surface of the hair in correspondence with the cuticle (which is different to the oxidising process), whilst respecting the hair's structure.
- **WITH HIGH QUALITY COLORING MOLECULES WITH A HIGH LEVEL OF PURITY** for rich and shiny effects and calibrated hair tones that are highly versatile
- **GEL-BASED FORMULA** adheres perfectly to the shaft, for optimal color depositing on the hair
- **AMMONIA-FREE**
- **DOES NOT NEED OXIDISERS**

### ACTIVE INGREDIENTS

- **MILK PROTEINS**, with a replenishing and conditioning action on the hair's structure
- **ARGAN OIL AND SHEA BUTTER**, emollient, to nourish and protect hair
- **INTEGRITY 41<sup>®</sup>**, an exclusive extract from sunflower seeds rich in antioxidant polyphenols, for greater color stability over time
- **HUMECTANT AND CONDITIONING AGENTS** improve manageability, softness and shine
- **AN AMPHOTERIC SURFACTANT** with a delicate cleansing action makes rinsing easy
- **A PLEASANT FRUITY FRAGRANCE** gently envelops the hair

# CREATIVE CHROMATIC EFFECTS AND EXCELLENT PERFORMANCE IN A DIRECT COLOR



## USE

Distribute over clean, damp hair, work through the hair and comb through. Leave in for a suggested time that varies between 5–20 minutes. At the end of the setting time, lather with a little water, then rinse. If applying intense or dark shades, cleanse with a mild shampoo. Follow the instructions on the instruction leaflet insert. Perform a skin sensitivity test.

## TREATMENTS

- **TONE AND SHINE** natural or color-treated hair
- **REVIVE**, intensify, correct or salvage hair color, making it intense and radiant
- **COLOR TONE** after bleaching, lightening or applying permanent color
- **RI-PIGMENT AND DARKEN** starting from very light levels
- **ENHANCE COLOR CONTRASTS** with intense and shiny shades, for trendy results
- **COVER** greys temporarily

| TREATMENT   | APPLICATION   | SETTING TIME   | RESULT  |
|---|---|--|---|
| <b>color &amp; shine</b>                                | Choose the desired shade or the desired combination of shades. Distribute over clean, damp hair.  | Variable from 5 to 20 minutes depending on the hair's structure and the desired result.  | Color without commitment, ideal to darken or give personalized color tones to untreated or color-treated hair.  |
| <b>revive, intensify, correct or salvage hair color</b> | Choose the desired shade or the desired combination of shades. Distribute over clean, damp hair.  | Variable from 5 to 20 minutes depending on the hair's structure and the desired result.  | To enhance, intensify, recover or correct any color type, making the new color vibrant, balanced and shiny.   |
| <b>tone</b>   | Choose the desired shade or the desired combination of shades. Distribute over clean, damp hair.  | Variable from 5 to 20 minutes depending on the hair's structure and the desired result.  | Revives a color tone, corrects or neutralizes unwanted tones on bleached or highlighted hair.   |
| <b>temporary grey coverage</b>                          | Choose the desired shade or the desired combination of shades. Distribute over clean, dry hair.   | Dark levels: 20 minutes.<br>Light levels: 10-15 minutes.<br>Chemically-treated hair: 10-15 minutes.<br>For greater coverage, use a heat source.                                      | Gives up to 30% temporary grey coverage. For better results, always use natural shades on their own or mixed with other shades.   |
| <b>pre-pigmentation</b>                                 | Use the golden blond shade from level 11 to 7 and the copper shade from level 6 to 4. On dry hair, apply to light ends that need darkening, and distribute through. | After 10 minutes, remove the product with a paper towel, then apply oxidised color and leave in for 30 minutes. Conclude by lathering and rinsing, then cleanse with a mild shampoo. | A highly professional treatment that is indispensable for perfect color correction. When darkening very light levels, it deposits a greater amount of color, improving evenness and duration of the result. |
| <b>color contrasts</b>                                  | Choose the desired shade or the desired combination of shades. Distribute over clean, dry hair.   | Variable from 5 to 20 minutes depending on the hair's structure and the desired result.  | Creates color contrasts with intense, radiant and shiny tones.  |



## COVERAGE

**Gives amazing tones to untreated or color-treated hair**, temporary grey coverage, and is ideal as a toner during bleaching or lightening, or as an intensifier after color treatments or correction treatments.

## DURATION

**The average duration is 8-10 washes**, but can vary according to the structure and base color of the hair, the cleansing and conditioning products used, as well as exposure to color fading factors, such as sea water or chlorine.

## THE IDEAL CLIENT

**milk\_shake® direct colour** has been formulated for those people who don't want to commit to an oxidised color, who want temporary color and want to change their look as often as they like.

## ADDED-VALUE

- **the added touch is given by creating milk\_shake cocktails**, by mixing **milk\_shake® direct color** with the best-selling **milk\_shake® whipped cream foam**. The conditioning and temporary color treatment **direct color cocktail** is ideal to revive the natural or cosmetic hair color and maintain radiant hair tones between permanent or semi-permanent coloring treatments
- **the clear shade**, which is pigment-free, has additional features: it can be used alone as a shine-enhancing treatment, or mixed with other shades to modulate color intensity.



# RANGE AND RESULTS

**milk\_shake®** direct colour is available in 20 mixable shades for versatile and creative results.

| SHADES | BASE COLOUR   | BLACK / BROWN | DARK BROWN        | BROWN          | LIGHT BROWN    | DARK BLOND     | BLOND          | LIGHT BLOND     | VERY LIGHT BLOND | BLEACHED / WHITE HAIR |
|--------|---------------|---------------|-------------------|----------------|----------------|----------------|----------------|-----------------|------------------|-----------------------|
|        |               | CLEAR         | shine effect      | shine effect   | shine effect   | shine effect   | shine effect   | shine effect    | shine effect     | shine effect          |
|        | SILVER        | N.R.          | N.R.              | N.R.           | N.R.           | N.R.           | light result   | medium result   | intense result   | intense result        |
|        | POWDER        | N.R.          | N.R.              | N.R.           | N.R.           | N.R.           | light result   | medium result   | intense result   | intense result        |
|        | BEIGE BLOND   | N.R.          | N.R.              | N.R.           | N.R.           | N.R.           | light result   | light result    | medium result    | medium result         |
|        | GOLDEN BLOND  | N.R.          | N.R.              | N.R.           | N.R.           | light result   | medium result  | intense result  | intense result   | intense result        |
|        | YELLOW        | N.R.          | N.R.              | N.R.           | N.R.           | medium result  | intense result | intense result  | intense result   | intense result        |
|        | COPPER        | N.R.          | N.R.              | light result   | light result   | medium result  | intense result | intense result  | intense result   | intense result        |
|        | LIGHT RED     | N.R.          | N.R.              | light result   | light result   | medium result  | medium result  | intense result  | intense result   | intense result        |
|        | PINK          | N.R.          | N.R.              | N.R.           | N.R.           | N.R.           | N.R.           | medium result   | intense result   | intense result        |
|        | FUCHSIA       | N.R.          | N.R.              | N.R.           | N.R.           | light result   | light result   | medium result   | intense result   | intense result        |
|        | DEEP RED      | N.R.          | light result      | medium result  | medium result  | medium result  | intense result | intense result  | intense result   | intense result        |
|        | EGGPLANT      | N.R.          | very light result | light result   | light result   | medium result  | medium result  | intense result  | intense result   | intense result        |
|        | BROWN         | N.R.          | N.R.              | intense result | intense result | medium result  | medium result  | light result    | not recommended  | not recommended       |
|        | WARM BROWN    | N.R.          | N.R.              | intense result | intense result | medium result  | medium result  | light result    | not recommended  | not recommended       |
|        | COLD BROWN    | N.R.          | light result      | intense result | intense result | medium result  | medium result  | not recommended | not recommended  | not recommended       |
|        | BLUE          | N.R.          | N.R.              | N.R.           | N.R.           | light result   | medium result  | intense result  | intense result   | intense result        |
|        | EMERALD GREEN | N.R.          | N.R.              | N.R.           | N.R.           | light result   | medium result  | intense result  | intense result   | intense result        |
|        | VIOLET        | N.R.          | N.R.              | N.R.           | N.R.           | light result   | medium result  | intense result  | intense result   | intense result        |
|        | LILAC         | N.R.          | N.R.              | N.R.           | N.R.           | N.R.           | light result   | medium result   | intense result   | intense result        |
|        | GREY          | N.R.          | very light result | light result   | medium result  | intense result | intense result | not recommended | not recommended  | not recommended       |

N.R. = no result

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-  zoneconceptofficial
-  z.oneconceptofficial
-  zoneconcept
-  info@z-oneconcept.com
-  z-oneconcept.com
-  made in italy

**z.one concept**<sup>™</sup>

Panzeri Diffusion s.r.l. Via Brodolini, 30  
21046 Malnate (VA) \_ ITALY \_ T. +39 0332 425747