# milk_shake®

## colour specifics

## AN INNOVATIVE PROFESSIONAL CHOICE

z.one concept™

**milk_shake®**
colour specifics

# COLOUR
# SERVICES
# EVOLVE

**/** Targeted new products
to enhance hair colour treatments.
**/** Indispensable professional support
to improve the quality of your salon.

**BETTER RESULTS
AND MORE SATISFYING
COLOUR SERVICES**

# 8 TARGETED PRODUCTS

## from **milk_shake** research labs

**/** to complement the colouring service
**/** to guarantee the best and most lasting results in colour services
**/** to elevate the service of colour professionals
**/** to have no limits in colour and respond to every need of the client
**/** for a highly professional colouring service
and to distinguish it as a unique service.

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**INNOVATIVE INGREDIENTS** enrich products improving every treatment.

**THE ACTIVE INGREDIENTS** have an affinity with the structure of the hair and work with its nature, restoring and strengthening the hair fibre, giving incredible shine and improving the beauty and stability of the colour over time.
**/ carbocysteine,** a derivative of cysteine, a structural amino acid of the hair, penetrates deeply, restoring and reinforcing the internal structure of the hair;
**/ hydrolysed wheat proteins** penetrate into the layers of the cuticle strengthening it and repairing damaged areas;
**/ polyquaternium-10 and methicone** penetrate the layers of the cuticle giving lasting hydration and maximum shine, enhancing the color tone and protecting it over time.

**MILK PROTEINS** condition and powerfully supplement the hair structure inside the cortex.

**OILS AND NATURAL EXTRACTS** have a calming, soothing and nourishing effect, giving skin and hair conditioning, elasticity, and softness.

**VITAMINS** with antioxidant, conditioning, and protective properties.

## pro color equalizer
### pre-colour equalizer

Equalizes and strengthens the hair structure before the colour treatment and guarantees even colour distribution. Contains Biogenius Technology* for restructured hair and a lasting, deep, brilliant colour; milk proteins for a highly complementary and conditioning action on the hair structure, moisturising agents that hydrate and protect hair leaving hair fibre soft, radiant and manageable, and panthenol that strengthens, conditions and protects hair while giving it body.

**Use:** spray liberally onto lengths and ends before each colour treatment.

## acid colour sealer
### post-colour acid sealer

Specifically formulated to seal the cuticle after each technical treatment and to lock in colour. Contains Biogenius Technology for restructured hair and a lasting, deep, brilliant colour, milk and wheat proteins have a highly complementary and conditioning action on the hair structure, moisturising agents hydrate and protect, leaving hair fibre soft, radiant and more manageable, and aloe vera juice leaves hair soft and conditioned.

**Use:** apply evenly to hair after thoroughly rinsing the colour while avoiding contact with the skin. Leave in for 3 minutes then wash directly with a colour sealing shampoo.

## powerful protector
### pre-colour protective fluid

Protects the skin from irritation and redness during technical treatments, prevents the skin from staining without affecting the action of the colour on the hair. Containw and supple, and camomile extract with a calming, soothing and emollient action.

**Use:** apply evenly onto skin before the technical treatment.

## instant remover
### hair colour remover for skin

Eliminates any colour residue from the skin with a gentle and effective stain removing action, leaving skin clean, soft, with no redness. Contains milk proteins and aloe vera juice for a combined emollient, soothing and skin hydrating action.

**Use:** gently stroke a cotton pad soaked in product over affected areas without rubbing, then shampoo hair.

## colour sealing shampoo
### post-colour shampoo

Gently cleanses by locking in cosmetic colourants, for longer-lasting colour and improved shine. Contains Biogenius Technology for restructured hair and a deep, long-lasting vibrant colour, a blend of gentle surfactants cleanse the hair while protecting the hair fibre, milk proteins have a highly complementary and conditioning action on the hair structure, glycerin restores moisture and helps maintain hair hydration.
**Use:** apply after using the acid colour sealer, lather and then rinse. Repeat if necessary. Follow with the colour sealing conditioner.

## colour sealing conditioner
### after-colour conditioner

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour and improved shine. Contains a mix of milk proteins, vitamins, emollient, conditioning agents, a UV filter and a film-forming agent for the maximum expression of colour and soft, shiny hair.
**Use:** apply to clean, damp hair, leave in for a few minutes, comb through and rinse.

## safe lightener complex
### additive for hair lightening treatments

Additive for technical hair lightening treatments, specifically formulated to restructure and condition the hair during the technical treatment, favouring and at the same time improving the lightening process. Contains active quinoa proteins and cosmetic grade phosphoric esters. High quality quaternal polymers cover the hair fibre with an invisible film that retains the hair's splendour and vitality. Laboratory tested.
**Use:** prepare the lightening mix by following the instructions on the packaging: add 5 ml of additive for every 30 g of lightening powder. Proceed with the technical treatment as usual.

## colour split
### barrier-effect additive for hair colouring

Ideal to create multi-tone colouring without using foils. Creates a barrier, protects and allow for the overlapping of different shades without staining or smearing.
**Use:** for each shade used, first mix the colour and developer, then add 3 g of color split for every 30 g of colour and mix well. Shake well before use.

# milk_shake®

colour
specifics

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made in italy