



**milk  
shake<sup>®</sup>**

**k-respect**  
keratin system

step by step  
technical guide

**z.one concept<sup>™</sup>**



**milk  
shake<sup>®</sup>**  
**k-respect**  
**keratin system**

**milk\_shake<sup>®</sup> k-respect keratin system** is the innovative keratin smoothing and anti-frizz system with precious oils from the Amazon rainforest that is suitable for all hair types.

Its special formula guarantees maximum performance to eliminate frizz and give smooth hair for longer.

The treatment is safe and respects current legislation to respect the health of the hairdresser and the client.

**The innovative packaging reduces the amount and volume of plastic used considerably.**



# perfectly straight silky hair service



1. Should the hair be curly, wavy, frizzy or damaged, proceed with the **perfectly smooth silky hair service**, ideal to straighten hair easily, improve the condition of the hair and prolong the duration of the style, giving shine for 3-5 months.



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Dry the hair 90% using a blow-dryer and flat brush.



5. Divide the hair into 4 sections.



6. Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



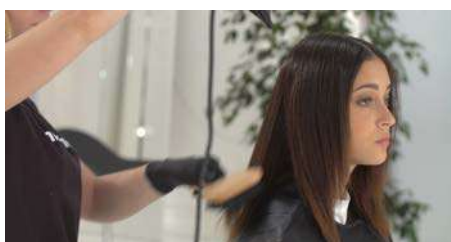
7. Apply from roots to ends working ½" wide sections.



8. Comb and keep the hair straight using a fine-tooth comb. Continue over the whole head of hair. If necessary, use **soft stripes** to protect the face.



9. Leave in for 30 minutes if the hair is untreated or slightly damaged. Reduce the setting time if the hair has been chemically-treated or is damaged.



10. Dry completely using a blow-dryer and flat brush.



11. Subdivide the hair into 4 sections once more, then, beginning from the rear, take 1" wide sections and iron using a flat iron quickly several times over the hair from roots to ends.

## TIPS

flat iron passes

**7 times** at medium speed

**15 times** at a fast speed

## TEMPERATURE

**damaged hair:** 355°F - 370°F

**slightly damaged hair:** 355°F - 390°F

**natural hair in good condition:** 390°F - 445°F



12. Once the curing-phase with the flat iron has been completed, leave the hair to cool for 2-3 minutes. Rinse with water and cleanse with a gentle shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**.



13. Rinse and blow-dry the hair with a blow-dryer and flat brush. Spray **milk\_shake® incredible oil** over the hair to give flexibility and softness

# anti-frizz treatment



1. Should the hair be wavy or frizzy, proceed with the **anti-frizz treatment**, ideal to eliminate excessive frizz and volume, for shiny hair that is easy to manage for 3-5 months



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Dry the hair 90% using a blow-dryer.



5. Divide the hair into 4 sections.



6. Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



7. Apply **milk\_shake® k-respect smoothing treatment** from roots to ends, working 1"-1 1/2" wide sections.



8. Comb and keep the hair straight with a fine-tooth comb. Continue over the whole head of hair.



9. Leave in for 20 minutes.



10. Rinse partially without completely removing the **milk\_shake® k-respect smoothing treatment** product completely from the hair.



11. Dry the hair completely using a blow-dryer and flat brush.



12. Subdivide the hair into 4 sections once more, then, beginning from the rear, take 1" wide sections and iron using a flat iron quickly several times over the hair from roots to ends.

## TIPS

flat iron passes

**7 times** at medium speed

**15 times** at a fast speed

## TEMPERATURE

damaged hair: 355°F - 370°F

slightly damaged hair: 355°F - 390°F

natural hair in good condition: 390°F - 445°F



13. Once the curing-phase with the flat iron has been completed, if the hair is not too heavy and is shiny, spray **milk\_shake® incredible oil** over the hair to give more flexibility and softness. If the previous rinse was not sufficient and if the hair is too fine, the hair could appear heavy. In this case, rinse, cleanse with a delicate shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**. Proceed with blow-drying and the desired style.

# perfect curls service



1. Should the hair be curly and frizzy, proceed with the **perfect curls service**, ideal to improve the condition of the hair, giving shine whilst maintaining curls and eliminating frizz for approximately 3 months.



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Dry the hair 50% with a blow-dryer.



5. Divide the hair into 4 sections.



6. Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



7. Apply the **milk\_shake® k-respect smoothing treatment** onto 1"-1 1/2" wide sections, using the fingertips to distribute the product well.



8. Comb and keep the hair straight using a wide tooth comb. Give the curls their original shape. Continue over the whole head of hair.



9. Leave in for 20 minutes.



10. Rinse partially without completely removing the **milk\_shake® k-respect smoothing treatment** product completely from the hair.



11. Dry the hair completely with a blow-dryer and diffuser.



12. Starting from the front, curl the hair using a curling wand of the desired size on 1" wide sections.



13. Once the curing-phase with the curling wand has been completed, if the hair appears clean and shiny, spray **milk\_shake® incredible oil** over the hair for flexibility and softness.

If the previous rinse was not sufficient and if the hair is too fine, the hair could appear heavy. In this case, rinse, cleanse with a delicate shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**. Proceed with blow-drying and the desired style.

# regenerating service



1. Should the hair be frizzy and weak, proceed with the **regenerating service**, ideal to maintain the natural shape of the hair and eliminate frizz, maintaining the hair's shine and body for 4 weeks.



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Mix 10 g. of **milk\_shake® active milk mask** + 40 g. of **milk\_shake® k-respect smoothing treatment**.



5. Divide the hair into 4 sections, then apply the formula like a mask to damp hair and distribute with a wide tooth comb. Proceed over the entire head of hair.



6. Leave in under a heat source for 15 minutes.



7. Allow the hair to cool for a few minutes then rinse well with water, cleanse with a delicate shampoo using **milk\_shake® k-respect smoothing shampoo** and condition with **k-respect smoothing conditioner**.



8. If necessary, apply **milk\_shake® k-respect smoothing maintainer mist** generously over lengths and ends. Its special formula has an anti-frizz and anti-humidity action, prolonging the duration of the hair style. Proceed with the desired style.

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To maintain the result of the service for longer, recommend the home maintenance products from the **milk\_shake<sup>®</sup> k-respect** range.

— **smoothing shampoo**

anti-frizz shampoo for hair

— **smoothing conditioner**

anti-frizz conditioner for hair

— **smoothing maintainer mist**

protective anti-frizz spray for hair





**milk\_shake® k-respect** guarantees excellent results whilst respecting the hair, the client's health and the health of the hairdresser.

## A safe formula that respects the law

- no added formaldehyde
- with a % of glyoxal in line with regulations\*
- with naturally-sourced active ingredients

**milk\_shake® k-respect** creates beautiful hair, but it also safeguards the health of the hairdresser and the client.

**Its formula has been validated by the research and development laboratories in z.one concept™ and by various external laboratories.**

**Abich** Rapporto di prova

Reporto N°: 0326/19-01

Client: PANZERI DIFFUSION S.R.L.  
Via Broletto, 35  
21026 Mantova, VA

Descrizione: Milk\_Shake k-Respect Treatment  
Agente: Osmo Sulfato  
Codice Abich: 0326/19  
Fornitore: Abich  
Data prodotto: n.p. Data prima Campione: 18/03/2019  
Data ultimo Controllo: 18/03/2019 Data Revisione: 18/03/2019

Parametro	Metodo	U.M.	L.R.	Reale	Limite
Formaldeide (ppm)	ISO 11552 (2010)	%	0,01	<0,001	0,01

Il Responsabile

Il Responsabile

**COMULTE** RAPPORTO DI PROVA / TEST REPORT

Reporto N. 01

Client: PANZERI DIFFUSION S.R.L.  
Via Broletto, 35  
21026 Mantova, VA

Descrizione: MILK\_SHAKE K-RESPECT TREATMENT

Parametro	Metodo	U.M.	L.R.	Reale	Limite
Formaldeide (ppm)	ISO 11552 (2010)	%	0,01	<0,001	0,01

Il Responsabile

**MERELIN** RAPPORTO DI PROVA 18/00066713  
TEST REPORT N. 18/00066713

Customer ID: 008767

Client: PANZERI DIFFUSION SRL  
Via Broletto, 35  
21026 Mantova (VA)

Descrizione: MILK SHAKE K-RESPECT TREATMENT SH8088

Il Responsabile

**MERELIN** ANALYTICAL RESULTS

Client: PANZERI DIFFUSION SRL

Parametro	U.M.	L.R.	Reale	Limite
Formaldeide (ppm)	%	0,01	<0,001	0,01

Il Responsabile

\*In compliance with EU REG. 1223/2009 all cosmetic products cannot contain a quantity of glyoxal above 100ppm (0,01g/100g).

k-respect  
means:  
respect  
for the hair,  
respect for  
regulations,  
respect  
for the  
environment.

naturally-sourced  
**ingredients**



100%

**respect for regulations**

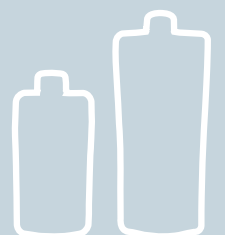
and the health of the hairdresser,  
their staff and their clients

**eco-sustainable  
choices**

for a better  
future



**from 35%  
to 55%  
less plastic**  
in the environment



100%  
respect for the hair



formulas studied  
to guarantee  
**maximum  
performance**



**no added  
formaldehyde,**  
with a % of glyoxal within  
the norm



almost  
10 times less  
volume of shipped packaging  
**= less pollution**



**aluminium  
packaging**  
recycles  
forever



every day **z.one concept™**  
uses electricity from  
**sustainable resources**




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**k-respect**  
keratin system


**FOR TECHNICAL QUESTIONS  
CALL OR TEXT 973 767 7878**


**z.one concept<sup>™</sup>**

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z-oneconceptusa.com 

made in italy 