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**milk\_shake**<sup>®</sup>

**SUSTAINABLE BEAUTY**

always putting  
nature first

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z.one concept<sup>™</sup>



# experience beauty naturally

**THERE ARE MANY BRANDS OUT THERE TO CHOOSE FROM.**

## **SO WHY CHOOSE US?**

**Because** we are dedicated to protecting the environment as much as we are to protecting hair.

**Because** all of our products are made in Italy following the strictest guidelines provided by EU regulations to give you and your clients the best haircare experience possible.

**Because** every day we are committed to providing excellent products and services while consistently working towards an eco-friendly approach to haircare.

**Because** we want a sustainable future, for everyone, and our planet.





# hair

## FOOD FOR HAIR / PLASTIC-FREE FORMULAS / PACKED WITH GOODIES /

**Feeding your hair is just as important as feeding your body. We know that you only want the best nutrition and treatments for your hair, too, that's why we are committed to using high percentages of the best ingredients of natural origin which are often organic, and wherever possible, our formulae are sulfate, paraben and salt free and we never allow microplastics in our products.**

We are constantly researching new formulas and follow the strictest guidelines for all of our product formulas – your safety is our priority and we strive to find the right balance between naturally-sourced ingredients and only the most necessary synthetic ingredients to guarantee a safe and pleasant user experience. To have a highly efficient product it is essential to use synthetic ingredients such as preservatives to avoid contamination by bacteria, moulds, yeasts and fungi, which represent a potentially serious risk to human health. We also use polymers and emulsifiers for the stability of the formulas, perfumes for a pleasant and lasting fragrance, and texture ingredients for ideal application and the best sensory experience.

**z.one concept™ does not carry out or commission animal testing, according to EU regulations (EC) 1223/2009 on cosmetic products.**

All **z.one** concept™ cosmetic products are safe. The safeguarding of the health of consumers is guaranteed by respecting EU regulation 1223/2009 – one of the strictest regulation systems worldwide - that gives a series of rules and ingredient limitations based on solid scientific principles. In particular, having been developed respecting European regulations, our cosmetics are scrutinized by professional safety checks and experts who personally evaluate each ingredient individually as well as the finished product and the function of each product, to establish whether each cosmetic product is safe.





# research

/ INNOVATION

/ R&D

/ THE FUTURE WORLD

**We are also approaching the use of biotechnologies, which have their own unique benefits.** By using natural engineering to get the most out of raw materials, we are reducing waste, as well as reducing human impact on the materials themselves and the soil. This prevents soil erosion and makes sourcing our ingredients more sustainable.

This process of natural engineering allows for the step-by-step development of ingredients under standardised conditions, as well as rigorous quality controls at every stage of production.

Two examples of ingredients used in **milk\_shake**® which follow this process are hyper-fermented daisy extract and hyper-fermented prickly pear extract.

# packaging



- / LESS IS MORE**
- / PROTECT PLANET EARTH**
- / GUILT-FREE BEAUTY**

## **Reduce, reuse and recycle**

– everyone knows the catchphrase for a sustainable future when it comes to products.

## **We know that packaging has an impact on our planet.**

That's why we have chosen certain materials for our product packaging to significantly reduce the environmental impact of our brand:

- **the plastic bottles are made from 50% recycled plastic and can easily be recycled.** The percentage of 50% of plastic in **milk\_shake®** packaging, in addition to ensuring a circular economy and reduction of environmental impact, is calibrated to guarantee compatibility with our cosmetic formulations, ensuring the safety of consumers and a further possibility of recycling after use, giving life to new products;
- **the plastic caps, tops and dispensers, if collected and recycled,** can also become new products;
- **the aluminium and tinplate of the cans from the products packaged in this material** are permanently available resources that can be recycled forever;
- **any paper used for our packaging is made from responsibly managed sources and is recyclable.**

We are constantly researching, developing and implementing new strategies to reduce packaging, from our products to their shipment and storage, and for our k-respect range we use eco-friendly refill packaging with reduced plastic and volume, lowering our product impact during transportation, too.





# merchandising

**SUPPORTING SALONS SUSTAINABLY /  
ECO-FRIENDLY MERCHANDISING /  
PROTECTING FORESTS /**

We want our salons to look beautiful and to help you to have the best salon experience, sustainably.

**We are increasingly opting for beautiful, durable, long-lasting wooden and metal furnishing items, and many of our printed materials are made with uncoated FSC paper from sustainable forests that are managed with the strictest sustainability guidelines.**



# resources



**/ GREEN ENERGY**

**/ ZERO IMPACT**

**/ CARBON OFFSET**

Everyday, we choose to use 100% certified sustainable energy from renewable resources for our headquarters, such as hydraulic, solar, wind, and geothermal energy, certified by the energy services' "guarantee of origin" system, based on EU guideline 2009/28 / EC. We are committed to consuming as little energy as possible and make sure all our systems are operating on a low-energy consumption rate, thus reducing emissions.

We care about nature and ensure that our employees print as little as possible and only when strictly necessary, respecting company protocols on reducing paper printing, and recycling.

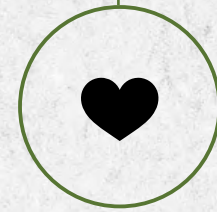
**Since 2017, we have created a partnership with Print Releaf, which means we have 100% compensated our paper use by planting 150 trees so far\***. With this reforestation project, we are promoting environmental and ecological restoration while also providing new jobs to support the communities and local economies where we plant trees, a process audited by the certification body SGS International.

**Our employees work hard every day at the office, or from home.** We are committed to reducing our environmental impact by encouraging homeworking, and all company vehicles are with reduced emissions, thus in both cases contributing to reducing traffic and air pollution for our planet.

\*February 2021







charity

**SOCIAL SUSTAINABILITY /  
SUPPORTING PEOPLE /  
PROTECTING NATURE /**

**We believe we all have a responsibility towards the planet, and to people.**

Over the years we have made contributions to charities to support our company ethic for social sustainability:

- **since 2014**, our **milk\_shake®** Go Pink campaign for Breast Cancer Awareness has financed a range of charities to strive for the prevention of breast cancer as well as provide support to those affected, and to cancer research;
- **in 2017** we supported the fight against the extinction of polar bears due to global warming by becoming a Bronze Member of Polar Bear International;
- **in 2018-2019** the **milk\_shake®** Love the Rainforest campaign supported the fight against the deforestation of the Amazon rainforest in association with Amazônia Onlus;
- **in 2020**, during the COVID-19 pandemic, we donated a total of 13400 packets of pasta and 9360 tins of passata to the Caritas Charity in Italy and Spain to feed those in need, for a total value of 10.000€.

# quality



**/ TRANSPARENCY**

**/ CONTROL**

**/ MEASURABILITY**

**We believe that a brand's quality should be measurable.**

**That's why we have opted to be ISO 9001: 2015 certified since 2018.**

With this system we can closely monitor and if need be adjust our processes, reducing wastage and maintaining the highest level of service and customer satisfaction.



An aerial photograph of a lush green forest, showing a dense canopy of trees. A white rectangular box with a thin green border is centered over the image, containing text. The text is arranged vertically: a double quote at the top, the word "because" in a thin, lowercase font, the phrase "WE LOVE PLANET EARTH" in a bold, uppercase font, and another double quote at the bottom.

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because

**WE LOVE PLANET EARTH**

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