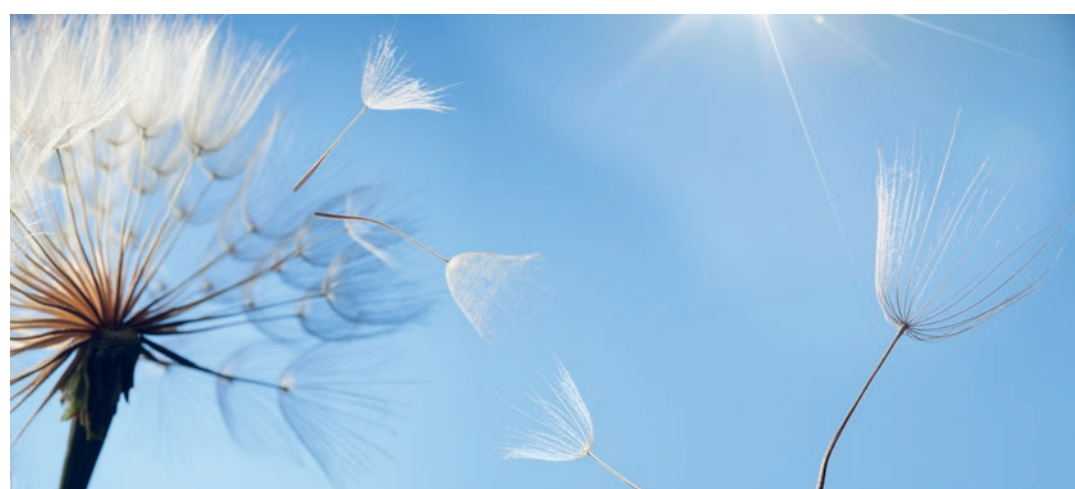
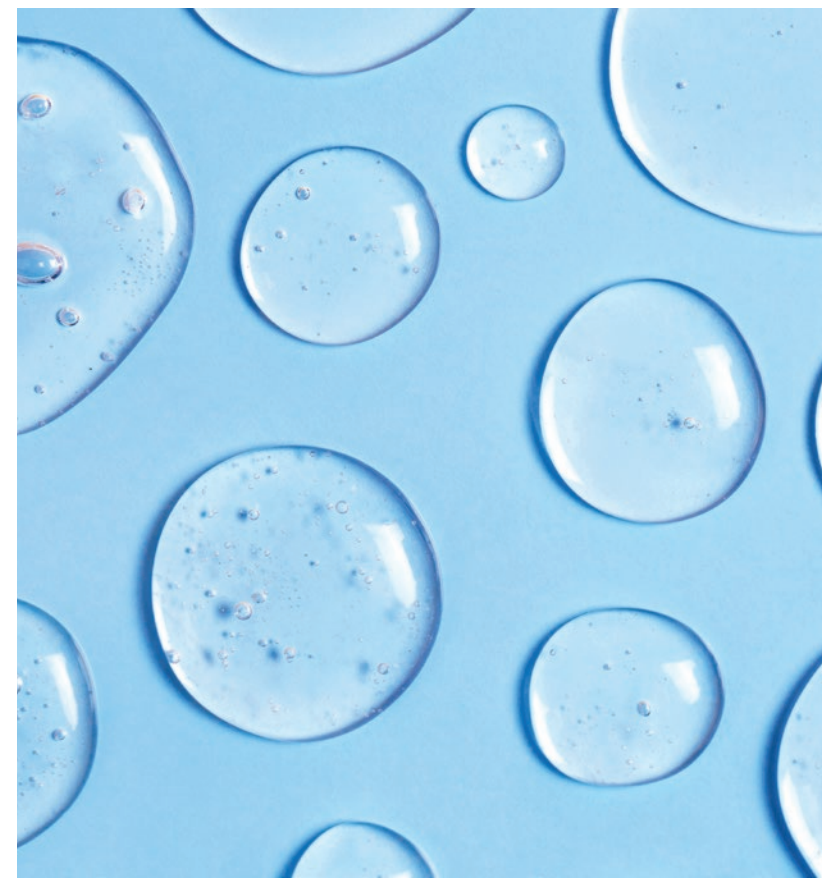




**milk
shake[®]**
9 minutes
value your time

z.one concept[™]




**We
know
time
matters**

We value your time

Each one of us has professional challenges, and now more than ever it's essential to find quick and targeted solutions to boost business.

We understand that among all the factors that need to be considered, the most important for salon turnover, is time.

Managing days by appointment only and the limitation of number of people in the salon at any given time has pushed **z.one concept™** to create a targeted solution to meet your primary needs:

- / **do as many services as possible**
- / **maintain the level of high-quality colour** that you have been accustomed to.



The first permanent colour

that guarantees
**maximum results
in just 9 minutes**





**What is
the value
of 9 minutes...**
an entrepreneurial
hairstylist knows

**perfect colour,
maximum coverage,**
shiny hair in a fraction
of the time

How much are 9 minutes worth?

milk_shake® 9 minutes **was created to be used exclusively in professional salons.**

The experience and knowledge of the hairdresser combined with exclusive research by the **z.one concept™** R&D department have created a fast, safe and guaranteed service for final consumers.

Colour that respects the hair colour needs of any woman who requires colour coverage that is shiny and rich in colour tones.

How does it work

milk_shake® 9 minutes contains a larger quantity of pigments within its formula which are balanced to obtain grey coverage and colour **in just 9 minutes.**

Features

- / **the first permanent colour** on the market that is processed in just 9 minutes*
- / **its technology**, combined with balanced pigments, guarantees the same results as a regular permanent colour, with reduced processing time
- / **maximum grey coverage**
- / **vibrant colour tones**
- / **36 mixable shades**
- / **conditioning base** that guarantees soft, shiny hair
- / **darkens or lifts**
- / **innovative active ingredients** of the highest quality to protect the hair
- / **100ml tube** for 3 applications (30-35 g. on regrowth of 1-1.5 cm)
- / **mixing ratio 1:1** (1:2 for high lifters) with **milk_shake®** oxidizers

*the time must be calculated from the end of the application





A worldwide exclusive,
an innovative active ingredient just for **z.one concept™**

Hyper-fermented daisy extract

They appear during the first days of spring and flower in fields until June. Their delicate appearance hides an extraordinary resistance - they can stand frost which can still occur at the beginning of spring, and do not suffer during heatwaves.

Such a small flower, so discreet and delicate, with little needs, yet adaptable to different conditions, resistant to cold (below -15°C) and to damp: these are the features that make it a winning plant.

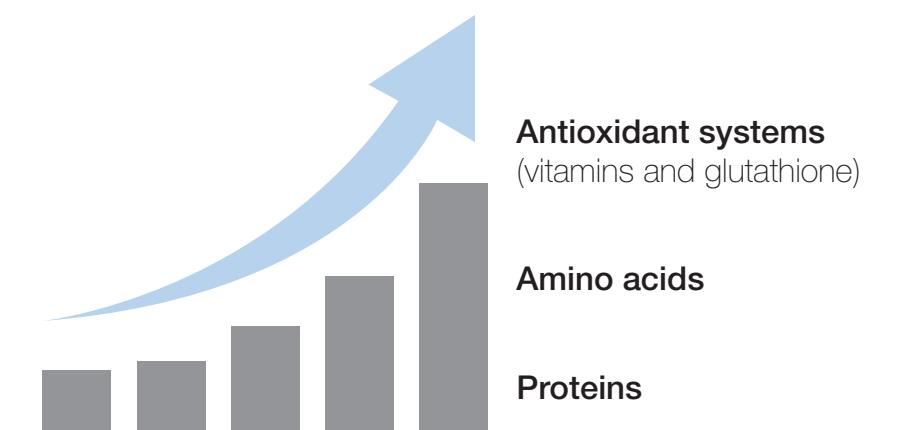
As well as being a beautiful flower, daisies are rich in active ingredients such as resins, tannins, essential oils, etc.

A new technology

During bio-liquidation, daisies are treated with enzymes that decompose them into simpler parts. This releases precious molecules that become readily available for other processes.

Next, in the following phase of fermentation, these precious molecules are attacked by microorganisms that transform these into active ingredients such as proteins, amino acids and vitamins.

The purpose of hyper-fermentation (combination of bio-liquidation and fermentation) is to make active ingredients available that would not otherwise be obtained from fermentation alone.



Bio-fermented daisy extract

The process of hyper-fermentation liberates a series of beneficial substances for the scalp and hair

increase in sugars that enrich the Phyto-complex

+28% of polyphenols plant-based natural ingredients characterised by antioxidant properties

+15% antioxidant power

+176% amino acids and proteins

supplement the hair with structural elements

+24% flavonoids with a strengthening action

Colour that's good for hair

The active ingredients within **milk_shake**® 9 minutes enrich the colouring service with extra care for the hair's health.

- / SUNFLOWER OIL: with an emollient action, gives manageability
- / AMINO ACID COMPLEX*: plant-based keratin with 18 amino acids from wheat and soy with an anti-oxidant and protective action
- / BLUEBERRY EXTRACT: emollient, hydrating and nourishing



*Fision KeraVeg18



The series*

.0 INTENSE NATURAL

Brown tones. Suitable for grey coverage and natural colour tones.

.1 / .11 ASH

Grey tones. Ideal for cold colour tones and to neutralise orange/yellow tones. Combined with the natural series, it guarantees a natural/cold result.

.13 BEIGE

Beige tones. Ideal for golden/cold tones. Neutral tone to illuminate medium and light base levels.

.3 GOLDEN

Golden tones. Warms any medium or light base level. Combined with the copper series, according to the quantity used, it guarantees a combination of golden/copper or copper/golden tones.

.4 COPPER

Orange tones. Bright and faithful to its name. Suitable for warm tones. Can be mixed with the golden series to obtain golden/copper or copper/golden tones, with the red series to obtain copper/red or red/copper tones or to "warm" the moka shades in the tonal series.

.5 MAHOGANY

Red/violet shade. Full and intense tone. Combines the violet shade to red that remains predominant. Can be mixed with the red series to obtain a mahogany/red or red/mahogany tone.

.6 RED

Red tone. Ideal to create balanced red tones. If greater intensity is needed, mix with the mahogany series. Added to the copper series, it gives warm and bright tones. For greater grey coverage, always add an intense natural series shade.

.7 VIOLET

Cold violet tone. Intense violet tone. The presence of blue within the series guarantees intense, deep colour. Can be mixed with the red series to create red/violet tones.

.31 CHOCOLATE

Warm brown tones. Ideal for brown colour with warm tones. Delicate and soft, it guarantees a natural effect which is never banal. Good coverage.

.35 COFFEE

Warm brown tones. Ideal for neutral colour with character. Good coverage.

.14 CHOCOLATE

Warm brown tone. Very deep colour and very exclusive. Suitable to warm, dark skin tones. Good coverage.

.16 CHOCOLATE

Chocolate brown tones. Definitely one of the most appreciated brown tones, this shade guarantees vibrant, intense results. Good coverage.

.41 CHOCOLATE

Copper brown tones. Suitable for neutral colour with copper tones. Good coverage.

.8 MOKA

Neutral brown tone. Light, vibrant and exclusive brown. Ideal for vibrant and refined colour. Good coverage.

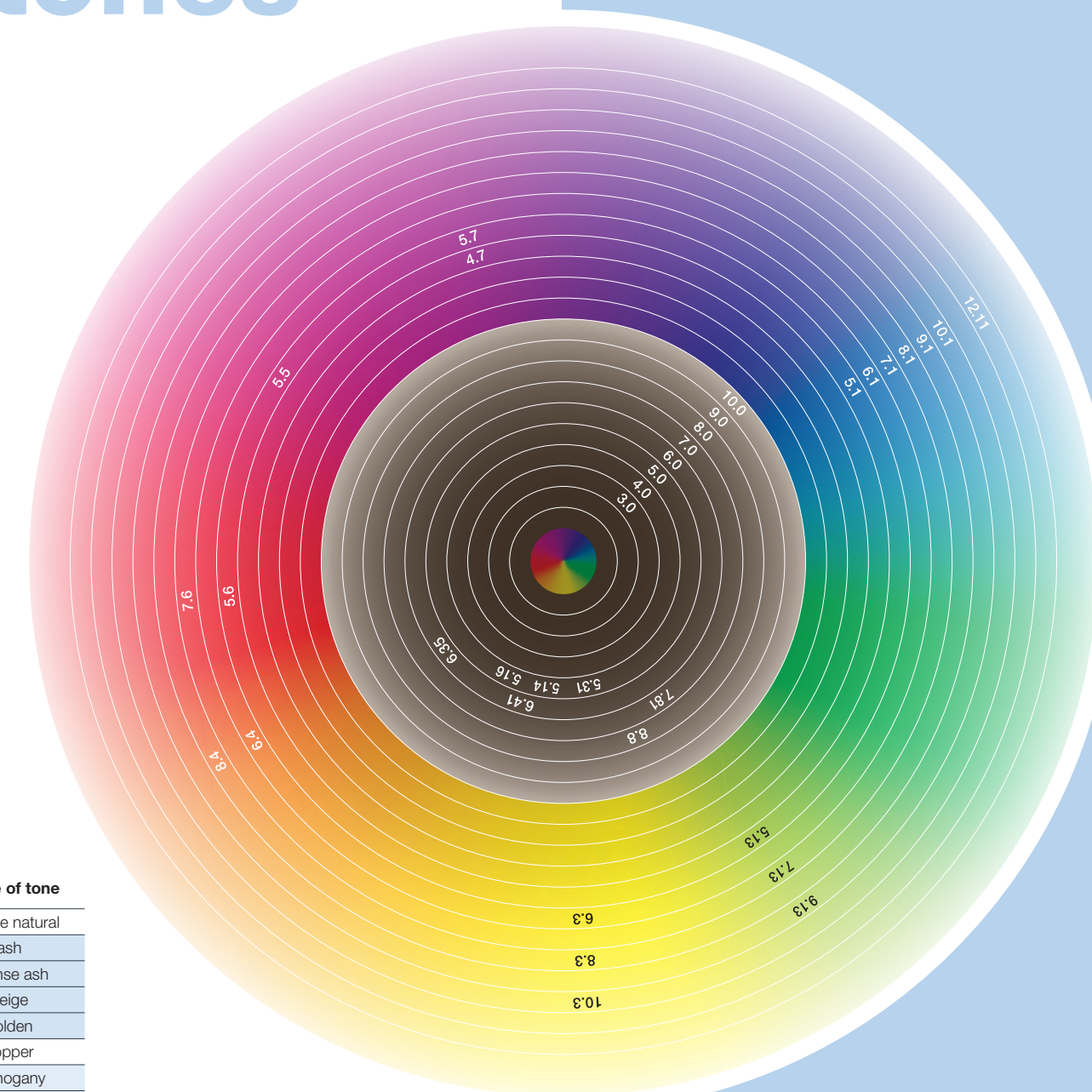
.81 MOKA

Cold brown tone. Very natural tone with cool brown tones. Helps to control warm tones during lifting. Good coverage.

CLEAR

Colourless tone. Neutral shade used to de-saturate any other shade. Can be added with various intensity to increase lifting and create lighter levels that aren't present in the colour chart.

Levels and tones



number code	letter code	name of tone
.0	NN	intense natural
.1	A	ash
.11	AA	intense ash
.13	AG	beige
.3	G	golden
.4	C	copper
.5	M	mahogany
.6	R	red
.7	V	violet
.8	B	moka
.81	BN	ash moka
.16	AR	ash red
.31	GA	golden ash
.35	GM	golden mahogany
.41	CA	copper ash
.14	AC	ash copper

*on high percentages of greys and particularly resistant hair, it's best to mix with the intense natural series.

Perfect

the **milk_shake®**

9 minutes colouring service with perfect tones on lengths, too.

Before styling, apply of the deliciously scented conditioning coloured foams from milk_shake®



milk_shake® colour whipped cream

Formulated to condition the hair whilst giving an immediate, event one. Contains milk proteins that condition and restructure the hair, special emollients that give long-lasting hydration and the exclusive ingredient **Integrity 41®** that improves colour stability. The tone is easily removed at the next shampoo.

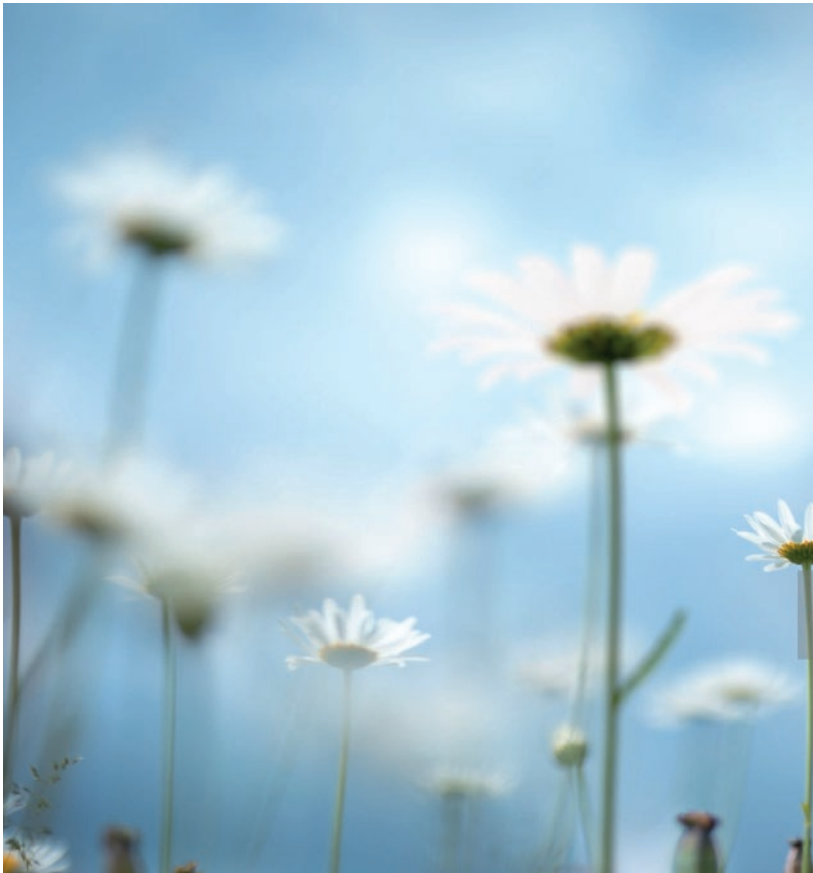
Use: shake well, point downwards and dispense the product. Apply to clean, damp hair. Follow with styling.

The hair appears soft and nourished, colour is revived with the double action of the direct pigments within the colour whipped cream

- / **it combines a protective action** to a toning action, detangling and conditioning the hair
- / **suitable for all hair types**
- / **improves the quality** of the cosmetic tone of the hair
- / **no rinse**

Recommend the service and fill the cup in front of the client, a mix of delicious fragrance and texture of a sorbet and the chosen shade will become a favourite with your clients.





**Rediscover
the value
of time
without
giving up
on beauty**

**milk
shake[®]**





9 minutes
value your time



z one concept[™]

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