



milk
shake[®]
integrity

z.one concept[™]

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Restore the hair's
natural components
for shiny, soft and healthy hair.

The technology of the z.one concept™ research laboratories combines with the efficiency of nature with active ingredients from the knowledgeable traditions of beauty care of women from the Amazon. A perfect balance between science and the strength of plant extracts that gives hair intense lustre.

Concentrated and ultra-efficient formulas from nature enriched with organic muru muru butter that give hair

/ nourishment

/ protection

/ shine

/ vitality



integrity nourishing muru muru butter / **paraben free** **nourishing butter with organic muru muru for all hair types**

A unique nourishing blend for a deep treatment. Leaves hair soft, nourished and lustrous immediately after the first application.

Use: 1) very damaged hair: distribute over dry lengths and ends before cleansing, massage through and leave in for 3 to 5 minutes. Cleanse with nourishing shampoo and continue with nourishing conditioner. 2) dry hair: mix the nourishing butter with the intensive treatment, distribute over hair after cleansing, massage through and leave in for 3 to 5 minutes. Comb through, then rinse.



integrity nourishing shampoo / **sulfate free-paraben free** **nourishing shampoo for all hair types**

Its formula with organic muru muru butter cleanses gently, nourishing and conditioning the hair instantly, eliminating frizz, leaving hair soft and radiant.

Use: apply evenly to wet hair, lather, then rinse. Repeat if necessary.



integrity nourishing conditioner / **paraben free** **deep nourishing conditioner**

Specifically formulated to condition and nourish all hair types. With organic muru muru butter to condition and nourish the hair.

Use: apply evenly to clean, damp hair. Comb through and leave in for 2-3 minutes. Rinse well.



integrity intensive treatment / **paraben free** **nourishing deep treatment mask for all hair types**

A specific formula with organic muru muru butter for all hair types that nourishes deeply and eliminates frizz, leaving hair conditioned, manageable and extremely soft and radiant.

Use: distribute over clean, damp hair, massage through. Leave in for 3 to 5 minutes, comb through, then rinse.



integrity repairing hair **concentrated repairing protein treatment**

Concentrated repairing protein treatment with amino acids to restructure and strengthen damaged and chemically treated hair, leaving it soft and shiny. With organic muru muru butter to condition and nourish the hair.

Use: distribute the entire vial over clean damp hair, massage, leave in 5 -10 minutes then rinse.



integrity incredible oil **repairing and protective oil for damaged hair or split ends**

A film-forming leave-in treatment formulated to protect hair from the heat from blow-drying, straightening and other stress factors that weaken the hair. It gives nourishment, detangles and helps seal the cuticle to counteract and prevent split ends, leaving hair incredibly shiny, manageable and light.

Use: spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse. Proceed with blow dry and styling.

selected active ingredients

In the **milk_shake®** integrity range each formula is dedicated to repairing, reconstructing, and nourishing the hair deeply through high-quality natural ingredients selected for the richness of the active substances within them, combined in highly-efficient blends that support the strength and wellbeing of the hair.

Organic muru muru butter

The active ingredients created by nature are intrinsically ingenious. The indigenous women of the Amazon know this well, who have always extracted an ivory-coloured paste from a plant called muru muru, which is extraordinarily hydrating and nourishing for the skin and hair.

This tradition has brought us muru muru butter, a precious emollient that is exceptionally rich in fatty acids that have a high affinity with keratin.

These exclusive phytonutrients within the muru muru butter increase the cohesion of the scales of keratin, smoothing the surface of the hair, creating a film around the cuticle, protecting and sealing it from damage and aggressors, fighting humidity and frizz.

The organic muru muru butter from the milk_shake® integrity range comes from organic cultivations within the Amazon and is obtained sustainably, where the local communities are respected and the ecosystem is protected.



Amino acid complex*

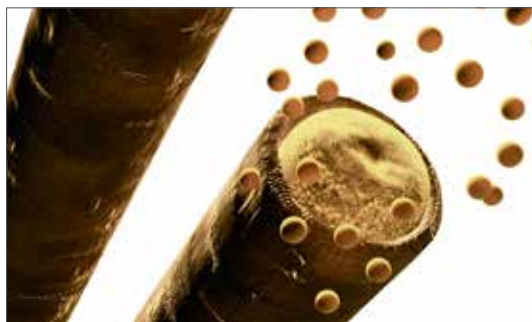
Amino acids are the base units of proteins, and their linking up in robust and regular fibres determines the strength and resistance of the hair's keratin. Where the cuticle is damaged or the hair is naturally fragile, keratin is like a chain made of loose links, ready to break from one moment to the next.

The amino acid complex is an exclusive complex of plant-based amino acids from wheat and soy that restore the keratin's natural components, essential elements for the integrity, strength and resistance of the protein chains that are often attacked by internal and external stress factors. Hence, through this complex, the hair is nourished, restoring its strength, shine, smoothness and softness.

The combination of muru muru butter in synergy with the amino acid complex

is the beauty secret to healthy, radiant hair

1.



Organic muru muru butter, combined with the amino acid complex, restores the hair's essential emollient protein substances, for the hair's vitality.

2.



Through the constant use of **milk shake®** integrity, damaged hair appears healthier and more vibrant.

*Fision KeraVeg18



selected active ingredients

The integrity range is enriched with precious active ingredients selected to increase and intensify the nourishing action of organic muru muru butter and the amino acid complex.

Plant oils and butters

Organic buriti oil from the Amazon, argan and coconut oils, shea butter and cocoa butter. Natural ingredients with highly emollient properties that cover the hair shaft, creating a film that protects the hair from damage caused by heat and styling tools, nourishing and making the hair fibre shinier and easier to manage. The parameters of emollience on the hair vary for the different oils and butters: for **milk_shake®** integrity, only the best have been used to reduce breakage and split ends.

Hyaluronic acid

A substance with a very high hydrating strength, it creates a protective film that is capable of withholding water and releasing it slowly, maintaining the hair's optimal moisture balance, for greater manageability, body, smoothness and hydration. It also improves tone, elasticity and resistance of the scalp against external aggressors, making the hair stronger as a consequence.



Hydrolysed keratin

A natural protein with a strong supplementing and protective action for the hair's structure, it acts on the hair shaft's architecture to repair damaged areas, enhancing hydration and conditioning to eliminate frizz and static.

Milk proteins and plant-based proteins of rice, wheat and soy

Milk proteins and plant-based proteins supplement the keratin component of the hair, sustaining it and completing the restorative, restructuring, reinforcing, protective and conditioning action of hydrolysed keratin and the amino acid complex.

Fruit extracts of strawberry, raspberry, goji berries and papaya

Precious sources of natural phytonutrients such as vitamins, minerals and antioxidants, the fruit extracts protect and condition the hair, for lustrous hair that is full of vitality.

White beeswax

Emollient and emulsifying, it is made of a rich mix of lipids that are beneficial to the scalp and hair, covering and protecting the hair shaft, giving an additional delicate, natural fragrance to the formulas.


Vitamin E




Widely known for its antioxidant and hydrating properties, it helps to prevent and counteract the oxidation processes involved in hair and scalp aging.




Bergamot, bitter orange and sweet orange essential oils

A blend of essential oils with fresh and citrus notes, with a fragrance that gives a sense of pure wellbeing.



RESTORATIVE ACTION						
	pre-shampoo	cleansing	reconstruction treatment	conditioning / nourishment	repairing / protective treatment	
damaged hair	—	STEP 1 deep cleansing shampoo deep cleansing shampoo for all hair types	STEP 2 milk mask milk powder protein compound for dry or damaged hair	STEP 3 integrity nourishing conditioner deep nourishing conditioner	STEP 4 integrity incredible oil repairing and protective oil for damaged hair or split ends	

NOURISHING ACTION FOR FINE HAIR						
	pre-shampoo	cleansing	reconstruction treatment	conditioning / nourishment	repairing / protective treatment	
untreated, slightly dry hair	—	STEP 1 integrity nourishing shampoo nourishing shampoo for all hair types	—	STEP 2 integrity nourishing conditioner deep nourishing conditioner	STEP 3 integrity incredible oil repairing and protective oil for damaged hair or split ends	
dry hair	STEP 1 integrity rebuilder intensive reconstruction treatment for damaged hair (apply to dry hair, dry partially)	STEP 2 integrity nourishing shampoo nourishing shampoo for all hair types	—	STEP 3 integrity nourishing conditioner deep nourishing conditioner	STEP 4 integrity incredible oil repairing and protective oil for damaged hair or split ends	
very dry and damaged hair	STEP 1 integrity rebuilder intensive reconstruction treatment for damaged hair (apply to dry hair, dry partially)	STEP 2 integrity nourishing shampoo nourishing shampoo for all hair types	STEP 3 integrity repairing hair concentrated repairing protein treatment	STEP 4 integrity nourishing conditioner deep nourishing conditioner	STEP 5 integrity incredible oil repairing and protective oil for damaged hair or split ends	

NOURISHING ACTION FOR COARSE HAIR						
	pre-shampoo	cleansing	reconstruction treatment	conditioning / nourishment	repairing / protective treatment	
untreated, slightly dry hair	—	STEP 1 integrity nourishing shampoo nourishing shampoo for all hair types	—	STEP 2 integrity intensive treatment deep nourishing treatment for all hair types	STEP 3 integrity incredible oil repairing and protective oil for damaged hair or split ends	
dry hair	STEP 1 integrity nourishing muru muru butter nourishing butter for hair	STEP 2 integrity nourishing shampoo nourishing shampoo for all hair types	—	STEP 3 integrity intensive treatment deep nourishing treatment for all hair types	STEP 4 integrity incredible oil repairing and protective oil for damaged hair or split ends	
very dry and damaged hair	STEP 1 integrity nourishing muru muru butter nourishing butter for hair	STEP 2 integrity nourishing shampoo nourishing shampoo for all hair types	STEP 3 integrity repairing hair concentrated repairing protein treatment	STEP 4 integrity intensive treatment deep nourishing treatment for all hair types	STEP 5 integrity incredible oil repairing and protective oil for damaged hair or split ends	







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