



what's
your hair
feeling
today?

AMAZING

milk
shake®
lifestyling

z.one concept™

Humidity is the
number one enemy
of your hairstyle.

On humid or rainy days, hair can get a lot frizzier.

The more porous, damaged or weak the hair is,
especially if caused by aggressive chemicals,
the frizzier the hair will seem, because the keratin in the hair
is often weakened and therefore contains
empty spaces within its structure that hold on to water
much more than in healthy hair.

milk_shake® *lifestyling*
AMAZING

Its state-of-the-art polymers are activated and give structure with heat, creating a **waterproof film** that covers the hair completely, sealing the cuticle.

This protective layer stops humidity from penetrating into the hair fibre whilst **protecting hair from the stress of heated tools and stopping hair colour from fading**, keeping hair colour fresh and radiant.

It also **reduces drying time and increases the hair's manageability.**

AMAZING
HAIR
EVERYDAY

#humidity proof



A new humidity-proof
technology for untreated
or colour-treated hair.

/ it doesn't weight the hair down, leaving the hair looking
healthy and conditioned without any residue
for a result that looks simply... amazing!

/ fragrance-free

/ hair is silky for days

milk_shake® lifestyling amazing

anti-humidity protective styling spray for hair

A pre-styling spray capable of eliminating frizz with a long-lasting result. The special polymers within its formula are heat-activated, creating a film-like effect over the hair that protects hair from humidity, protects hair colour and maintains the hairstyle for longer. Its formula, enriched with fruit extracts, gives a shiny, glossy finish with a mirror-like effect. It reduces drying time, protects from heated styling tools, doesn't leave residue and doesn't weigh the hair down.

You'll be amazed
by the result

- / **eliminates frizz** for a long-lasting result
- / **protects from humidity** with a waterproof effect
- / **maintains hairstyles for longer**
- / **reduces drying time**
- / **protects from heat**
- / **gives a shiny and radiant finish**
- / **protects from colour-fading**
- / **doesn't weigh hair down**
- / **doesn't leave residue**
- / **makes hair silky**, soft and conditioned
- / **increases manageability** in hair



How do you use it?

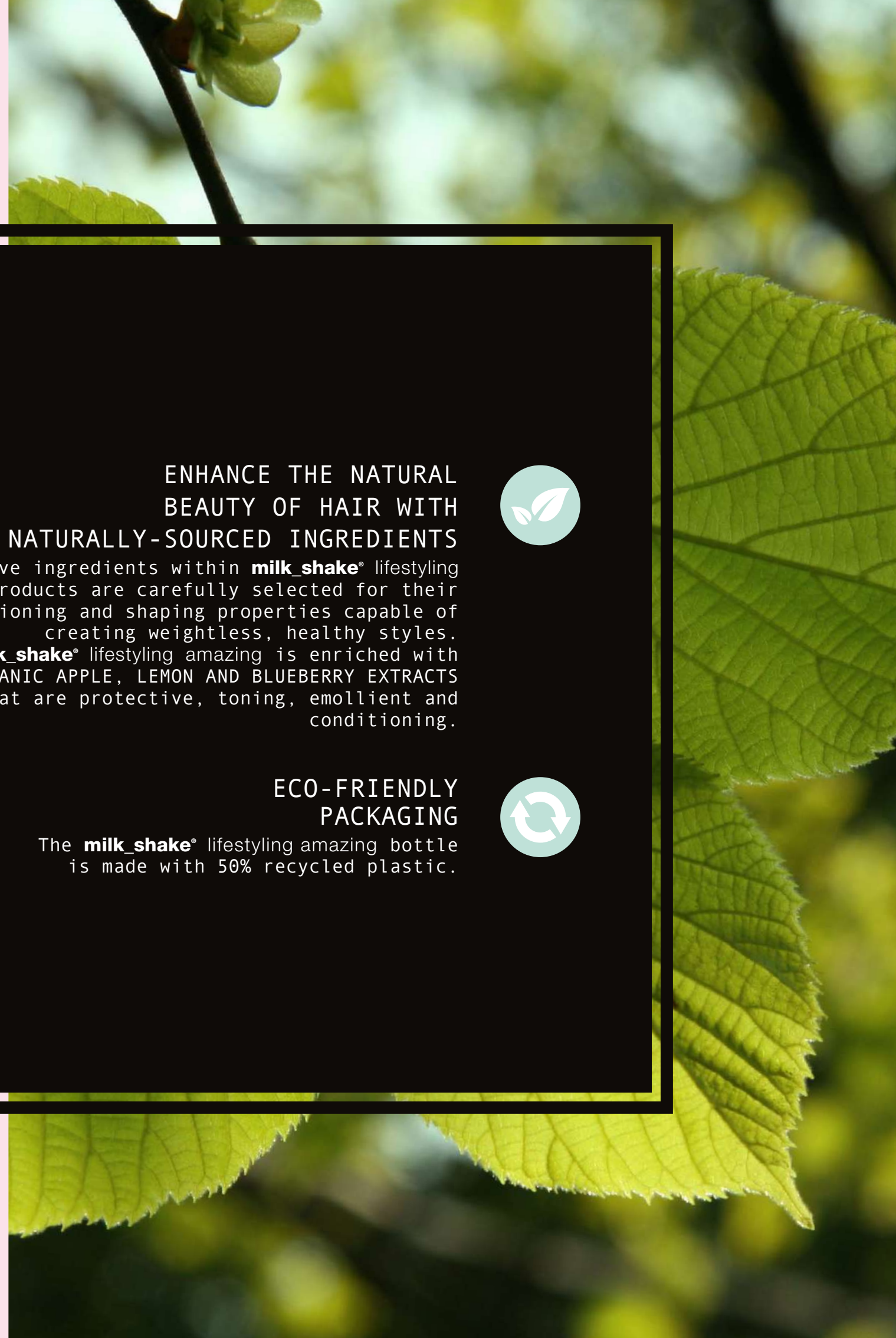
/ apply to clean, damp hair divided into sections
to ensure an even application of the product

/ comb through lengths to distribute evenly

/ proceed with styling

/ for best results, do not apply other styling products
before **milk_shake**® lifestyling amazing

/ the anti-frizz and anti-humidity effect
can last up to 2 or more washes



ENHANCE THE NATURAL BEAUTY OF HAIR WITH NATURALLY-SOURCED INGREDIENTS

The active ingredients within **milk_shake**® lifestyling products are carefully selected for their conditioning and shaping properties capable of creating weightless, healthy styles. **milk_shake**® lifestyling amazing is enriched with ORGANIC APPLE, LEMON AND BLUEBERRY EXTRACTS that are protective, toning, emollient and conditioning.



ECO-FRIENDLY PACKAGING

The **milk_shake**® lifestyling amazing bottle is made with 50% recycled plastic.





ENHANCE YOUR
LOOK IN A FEW,
SIMPLE STEPS.

From the most natural to the more complex hairstyles,
milk_shake® lifestyling is the key
to every styling need, to create any look.


#shape
#fix
#volumize
#define








#foreverlifestyle


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