



**milk**  
**shake**<sup>®</sup>  
*lifestyling*

**z.one concept**<sup>™</sup>



hair for every  
*lifestyle*

**Whatever your style**

**milk\_shake**® lifestyling is the best solution  
to enhance your look.

create an infinite variety  
of looks, define, give hold  
and transform hair  
in just a few, simple steps

A new and glamorous styling product range  
created to satisfy the demands of hairdressers  
as well as client styling needs.



*fabulous*



*tropical style*



*parisienne*



*magic*



*smooth très chic*



*rock & style*



*divine*



*ocean waves*



*so flirty*



*magnetic*



*girly mood*



*curly me*

# selected active ingredients

All of the active ingredients in the lifestyling range have been selected for their targeted action and long-lasting effect on the hair to add to the specific modelling effect of each styling formula, their treatment effect, and the light, healthy and shiny result that nature provides.

ACTIVE INGREDIENT	CHARACTERISTICS AND BENEFITS	PRODUCTS WHICH CONTAIN IT
<b>QUINOA PROTEINS</b>	protect hair colour and prevent colour-fading, increase manageability and give shine to the hair	texturizing cream, freehand paste, design wax, thermo-protector, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray, curl perfectionist, strong eco hairspray, let it shine
<b>INTEGRITY 41®</b>	sunflower seed extract, rich in antioxidant polyphenols, to protect from free radicals and stress factors that can damage hair	texturizing cream, freehand paste, design wax, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, strong eco hairspray, let it shine
<b>ORGANIC CHESTNUT EXTRACT</b>	heat protection, repairs the hair fibre and prevents dehydration without weighing the hair down	shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist
<b>ORGANIC APPLE, LEMON AND BLUEBERRY EXTRACTS</b>	protective, invigorating, emollient and conditioning	texturizing cream, freehand paste, design wax, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, strong eco hairspray, let it shine
<b>MILK PROTEINS</b>	a supplementary action, protective and conditioning, giving strength and resistance to the hair fibre	texturizing cream, freehand paste, design wax, thermo-protector, smoothing cream, shaping foam, liquid styler, texturizing spritz, styling potion, curl perfectionist, strong eco hairspray, let it shine
<b>SILK PROTEINS</b>	film-forming action, hydrating, conditioning, heat protection, protect from stress that can cause hair damage	thermo-protector, smoothing cream, strong eco hairspray, let it shine
<b>UV FILTER</b>	protects from UV rays that dehydrate hair causing colour-fading	texturizing cream, freehand paste, design wax, shaping foam, smoothing cream, liquid styler, texturizing spritz, styling potion, strong hairspray, medium hold hairspray, curl perfectionist, strong eco hairspray, let it shine
<b>HEMP SEED OIL</b>	nourishing and emollient for scalp and hair	dry shampoo
<b>MODIFIED STARCH</b>	absorbs sebum, reducing the shiny appearance and heaviness of hair	dry shampoo



## SMOOTHING CREAM

soft hold smoothing cream / *alluring*



A styling cream formulated to smoothen the cuticle, protect the hair during blow-drying, and give natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.

**Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

## SHAPING FOAM

medium hold styling foam / *talented*



Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. For all hair types.

**Use:** shake well and dose the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

## LIQUID STYLER

styling and defining fluid / *seductive*



A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Leaves hair full, soft and shiny.

**Use:** dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

## TEXTURIZING SPRITZ

bodifying spray for hair / *wild*



Bodifying formula with a matte finish that gives hold and creates "beach-effect" voluminous waves with shape control on all hair lengths. Contains selected active ingredients to protect the hair from fading and dehydration. Particularly suitable for fine hair.

**Use:** shake well before use. Spray over damp hair and leave to dry naturally for a casual look, work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

## STYLING POTION

conditioning and styling cream / *irresistible*



Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothenes the cuticle of the hair, giving natural body.

**Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

## CURL PERFECTIONIST

curl defining cream / *curvy*



Defines and tames curls, banishing frizz and intensifying the natural texture of the hair. Gives long-lasting shape, softness and shine.

**Use:** apply to damp hair and proceed with the desired style.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■







## THERMO-PROTECTOR

heat protection for hair / *must-have*

An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. Creates an invisible film over the hair that prevents split ends, breakage and damage, as well as reducing drying time.

**Use:** spray at approx. 20-30 cm onto clean, damp hair, from roots to ends. Proceed with blow-drying.

HOLD □□□□ VOL □□□□ SHINE ■■■□



## DRY SHAMPOO

instant dry shampoo / *magic*

Ultra-fine, instant formula. With just one gesture it refreshes the scalp for a fresh, clean feeling without using water, for a light result with no residue. Reduces shine at the roots, leaving hair looking cleaner for longer.

**Use:** shake before use, spray onto roots, wait a few moments, then style using hands or a brush.

HOLD □□□□ VOL ■■■□ SHINE ■□□□



## MEDIUM HOLD HAIRSPRAY

medium hold hair spray / *flexible*

Medium hold hair spray that gives hold and keeps hair styles in place with a natural, flexible hold. Its formula, containing a UV filter and quinoa proteins, protects the hair fibre from the sun and environmental pollution, which can cause colour fading.

**Use:** spray at approx. 20-30 cm from the hair as required.

HOLD ■■□□ VOL ■■□□ SHINE ■■■□



## STRONG HAIRSPRAY

strong hold hair spray for colour-treated hair / *fabulous*

A strong hold hair spray formulated to give structure, hold and to maintain any style without compromising the natural movement of the hair. Leaves hair voluminous and shiny without unwanted residue and without weighing the hair down.

**Use:** spray at approx. 20-30 cm from the hair as required.

HOLD ■■■□ VOL ■■■■ SHINE ■■■□



## STRONG ECO HAIRSPRAY

strong eco hairspray for colour-treated hair / *eco-friendly*

A hairspray with extra strong hold, it gives structure to the hair with exceptional shine. It protects hair from humidity and from external aggressors, maintaining the hair's volume and style. Quick to dry, it is easily brushed out and does not leave residue on the hair.

**Use:** spray at 20-30 cm from the hair as required.

HOLD ■■■□ VOL ■■■□ SHINE ■■■□



## LET IT SHINE

softening glossing spray / *glossy*

This super fine mist leaves hair soft and shiny without weighing it down. Does not give hold. Suitable for all hair types, it keeps static in check and has a thermo-protective action.

**Use:** spray evenly over damp hair, over lengths and ends or at the end of styling.

HOLD □□□□ VOL ■□□□ SHINE ■■■■

## TEXTURIZING CREAM

**bodifying molding cream** / *versatile*

Particularly suitable for fine hair, when applied to dry hair it gives body, giving separation and control to hair strands for creative and unkempt looks.

**Use:** apply to dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

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## DESIGN WAX

**defining wax** / *brilliant*

A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair.

**Use:** apply to dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

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## FREEHAND PASTE

**molding paste with flexible control** / *playful*

A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles.

**Use:** apply to damp or dry hair and style.



HOLD ■■■■ VOL ■■■■ SHINE ■■■■

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ling  
t shine  
ing glowing  
NATURAL  
suscipiente effetto  
sotto-illuminante  
per il viso  
per il corpo  
con il profumo  
di un'isola  
con il profumo  
di un'isola  
glossy  
200 ml e - 6.8 fl.oz.

**milk shake**  
lifestyling  
**strong eco hairspray**  
strong eco hairspray  
for color-treated hair  
lacca ecologica forte  
per capelli colorati  
spray ecologico forte  
para cabelos colorados  
spray fort para  
pour cheveux colorés  
with UV filter  
and quinoa protein  
eco-friendly  
250 ml e - 8.4 fl.oz.

**milk shake**  
lifestyling  
**smoothing cream**  
smoothing cream  
for hair  
crema liscivante  
per capelli  
crema liscivante  
para o cabelo  
crema liscivante  
pour les cheveux  
with organic proteins  
alluring  
150 ml e - 5.1 fl.oz.

**milk shake**  
lifestyling  
**medium hold hairspray**  
medium hold  
hair spray  
lacca fissante  
media  
lacaure de fixație  
medie  
lacaure de fixație  
medie  
with UV filter  
and quinoa protein  
flexible  
500 ml e - 16.9 fl.oz.

**milk shake**  
lifestyling  
**dry shampoo**  
natural  
dry shampoo  
shampoo secco  
naturale  
champú seco  
natural  
shampooing sec  
naturel  
with hemp seed oil  
magic  
183 ml e - 6.4 fl.oz.  
136 g - 4.8 fl.oz.

**milk shake**  
lifestyling  
**styling cream**  
styling cream  
for hair  
crema di styling  
per capelli  
crema de styling  
para o cabelo  
crema de styling  
pour les cheveux  
with organic proteins  
irresistible  
175 ml e - 6.1 fl.oz.

**milk shake**  
lifestyling  
**texturing cream**  
texturing cream  
for hair  
crema di styling  
per capelli  
crema de styling  
para o cabelo  
crema de styling  
pour les cheveux  
with organic proteins  
irresistible

**milk shake**  
lifestyling  
**design wax**  
design wax  
for hair  
crema di styling  
per capelli  
crema de styling  
para o cabelo  
crema de styling  
pour les cheveux  
with organic proteins  
irresistible

**milk shake**  
lifestyling  
**freshhand paste**  
freshhand paste  
for hair  
crema di styling  
per capelli  
crema de styling  
para o cabelo  
crema de styling  
pour les cheveux  
with organic proteins  
irresistible

# eco-friendly packaging



**The aluminium and tinplate of the cans** from the lifestyling range are permanently available resources: they can be recycled easily and indefinitely without losing their intrinsic qualities.



**The shampoo bottles are made of 50% recycled plastic** and, along with the tubes, contain a special additive that makes the packaging completely biodegradable (conforming with CE 94/62 EU regulations in reference to Aerobic Biodegradation).



**The PP caps, tops and dispensers in the lifestyling range**, if collected and recycled, can become new products, favouring the advancement of a dynamic and environmentally conscious society.

**Every day, z.one concept™ makes its contribution to respecting the environment.**

The electricity used by the company is from renewable resources that can be regenerated, and are therefore unlimited.








milk  
shake<sup>®</sup>  
lifestyling

with special thanks to

Pepe Jeans<sup>®</sup>  
LONDON

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