

A photograph of two women with long, glossy hair. The woman on the left has long, wavy brown hair and is wearing a dark blue dress with a yellow floral pattern. The woman on the right has long, wavy blonde hair and is wearing a yellow, textured, long-sleeved top and blue jeans. They are standing outdoors in a natural setting with trees and orange flowers in the background.

**milk
shake[®]**
the gloss
c o l o u r

demi hybrid system

z.one concept™



milk
shake[®]
the gloss
c o l o u r

acidic pH demi colouring treatment for hair

an oil-based ammonia-free acidic pH demi colouring treatment
that guarantees amazing colour tones
without lightening or modifying the hair's structure

THE RESULT?

perfect colour and healthy, shiny hair
glossy colour that reveals shine and colour tones,
giving hair healthy, perfect colour.

milk
shake[®]
the gloss
c o l o u r

is different when compared to traditional ammonia-free semi-permanent colour. Its acidic pH makes

milk_shake[®] the gloss colour ideal for porous or damaged hair where colour-fading tends to happen more quickly.

The final effect on the hair is glossy, long-lasting colour, guaranteeing visible improvement of the hair's structure with each application.

Within the z.one concept[™] colour ranges, **milk_shake**[®] the gloss colour can be positioned between a direct colour (**milk_shake**[®] conditioning direct colour) and a semi-permanent colour (**milk_shake**[®] smoothies conditioning semi_permanent colour).





milk
shake
the gloss
colour

10.11 | 10 AA
INTENSE ASH
PLATINUM
LIGHTEST BLOND

acidic pH demi colouring
treatment for hair
AMMONIA FREE
with hyper-fermented
prickly pear extract

60 ml e 2.03 fl oz

milk
shake[®]
the gloss
c o l o u r

1. **gives colour tones** without modifying the natural colour and structure of the hair
2. **improves the condition** of porous or chemically-treated hair
3. **tones and corrects** colour-treated or lightened hair
4. **hides up** to 50% of greys
5. **lasts 15-20 washes**

30 shades for any colour toning need, plus 18 mixes which are a combination of **milk_shake**[®] the gloss colour and **milk_shake**[®] illuminate pure pigment in order to customise hair colour toning, resulting in high-definition hair colour.

milk
shake[®]
the gloss
c o l o u r

*is not just hair colour,
but is also a treatment that nourishes
and conditions hair through its active ingredients,
making hair more and more beautiful
after each application.*

Ingredients within the colour formula and the activator

Hyper-fermented prickly pear extract

The prickly pear is a succulent plant particularly appreciated for the nutritional and nutraceutical properties of its fruit, rich in sugars, pectins, fibres, minerals, and vitamins C and E. Popular tradition has always attributed therapeutic properties to the prickly pear, which are confirmed by clinical science. In particular, it has proven to be very interesting due to its bioactive compound content with extraordinary antioxidant strength.

Our choice turned to an extract which has a very high concentration of antioxidants obtained from fruit of Italian origin. The cutting-edge green technology of hyper-fermentation applied to the prickly pear results in an enhanced phyto-complex where the quantity of polyphenols is increased by +44%, with an increase of flavonoids and antioxidant strength equal to +50% and +60% respectively. These bioactive substances have important protective effects by counteracting the free radicals responsible for damage to biological tissues. The protective action of the prickly pear extract protects the cuticle to better resist external aggressions and preserve its integrity, giving intense and glossy colour for longer.

It is a combination of:

1. natural

because the extraction uses hydrolytic enzymes and yeast, and water as the only solvent;

2. sustainability

because we recover parts of the fruit that would otherwise be lost;

3. safety

through the step-by-step transformation under standardised conditions and rigorous quality controls at every stage of production.

Amino acid complex

The amino acid complex is an exclusive complex made with plant amino acids derived from wheat and soy, which restores the natural keratin components of the hair, essential elements for the integrity, strength and resistance of the protein chain that can be subject to aggressors due to internal and external stress factors. The hair is nourished and thus regains strength, radiance, smoothness and softness.

Organic blueberry extract

It nourishes the scalp and hair, providing precious phytonutrients such as vitamins, minerals and antioxidants, with precious protective, toning and emollient properties, for radiant hair that is full of life.

Specific ingredients within the colour formula

Sunflower seed oil

A natural emollient extracted from sunflower seeds through pressing, it is recognized for its nourishing and protective action and its antioxidant vitamin E content. It envelops the hair like a veil, strengthening the cuticle and restoring radiance to dry and damaged hair.

Specific ingredients within the formula of the activator

Integrity 41®

It is obtained by extraction from the floury residue of sunflower seeds that remains after separating the oil. Integrity 41® is therefore a special hydro-glycolic extract rich in antioxidant polyphenols. These powerful natural substances possess extraordinary protective effects from free radicals and stress factors that threaten the hair's integrity, colour intensity and radiance.



SHINE FOR ALL HAIR TYPES

4 specific services to enhance the natural beauty of hair

in synergy with other products from the **milk_shake®** range

> *colour gloss*

Improves the quality of the result by toning, modifying or intensifying the colour of lightened or lifted hair. After a lightening service, just choose the ideal shade according to the desired goal.

> *hd shine*

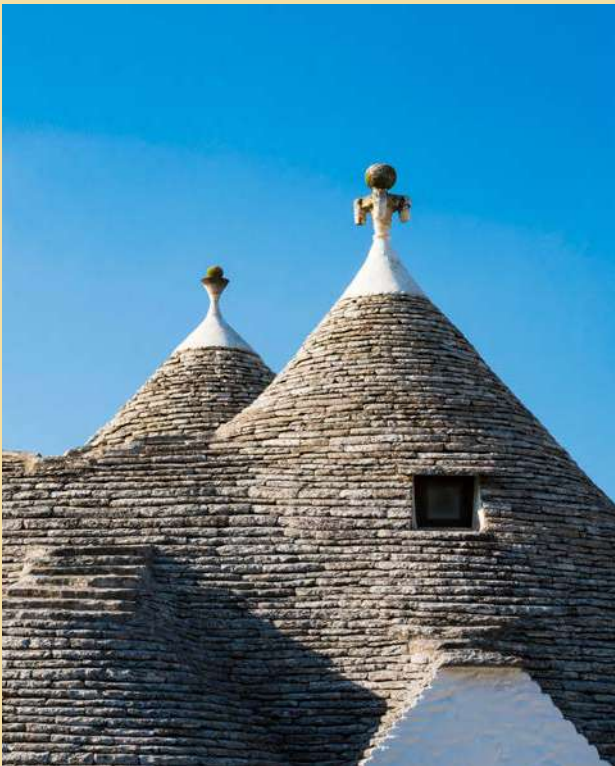
Enhances natural or colour-treated hair by revealing its shine with a long-lasting effect without the need for colour toning. The special NEUTRAL shade combined with **milk_shake®** integrity reconstruction system fibre sealant / step B guarantees a super-glossy effect to all hair types.

> *gloss and colour*

It combines two technologies of different colours to optimize grey coverage and colour tones in colour-treated hair. The combination of **milk_shake®** smoothies conditioning semi_permanent colour and **milk_shake®** the gloss colour acidic pH demi colouring treatment guarantees the best result in terms of coverage.

> *hd colour*


Intensifies colour tones in the hair, giving a customised high-definition toning effect. It is obtained by mixing **milk_shake®** the gloss colour with **milk_shake®** illuminate pure pigment, to obtain the maximum result for customised colour.



milk
shake[®]
the gloss
c o l o u r


demi hybrid system


Z110MATM2019

zoneconceptofficial 

milkshakehairofficial 

info@z-oneconcept.com 

z-oneconcept.com 

made in italy 

z.one concept™

Panzeri Diffusion s.r.l. Via Brodolini, 30
21046 Malnate (VA) _ ITALY _ T. +39 0332 425747