

# technical manual

**milk**  
**shake**<sup>®</sup>  
the gloss  
c o l o u r

acidic pH demi colouring  
treatment for hair

**z.one** concept™



**milk  
shake<sup>®</sup>**  
the gloss  
c o l o u r

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**acidic pH demi colouring treatment**

acidic ammonia-free colouring oil,  
it gives fantastic colour and colour toning results on the hair,  
it doesn't lighten the hair and doesn't modify the hair's structure.

THE FINAL  
RESULT?

*perfect colour, healthy and shiny hair*

colour that reveals  
the hair's shine,

giving it healthy radiance and colour tones,  
for perfect hair colour.

# QUICK GUIDE

This manual has been put together to help the hairdresser better understand the features and methods of use for **milk\_shake® the gloss colour**. We recommend reading the whole manual carefully to better understand not just the colour itself, but also all the services that make **milk\_shake® the gloss colour** unique.



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# 1. GENERAL POSITIONING OF THE COLOURING RANGES

To understand and learn more about all cosmetic colours, it is essential to remember their respective positioning in the global market for colourants. Only in this way will it be possible to understand what is best to choose and how all the colours available on the market work.

## TEMPORARY COLOUR

1. Revives cosmetic colour
2. Tones lightened hair
3. Increases shine in untreated hair

For this segment, **z.one** concept™ recommends **milk\_shake® colour whipped cream**.

## DIRECT COLOUR

1. Keeps colour intense between colour applications
2. Gives colour tones to untreated or colour-treated hair
3. Tones lightened hair
4. Hides a small percentage of greys

For this segment, **z.one** concept™ recommends **milk\_shake® conditioning direct colour**.

## TONE ON TONE SEMI-PERMANENT COLOUR

1. Introduces clients to more permanent hair colour
2. Colours naturally without lift
3. Tones lightened hair
4. Covers a percentage of up to 70% of greys

For this segment, **z.one** concept™ recommends **milk\_shake® smoothies**.

## PERMANENT COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently

For this segment, **z.one** concept™ recommends **milk\_shake® creative**.

## AMMONIA-FREE PERMANENT COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently
4. Being ammonia-free and hence a delicate colour, it increases the client's level of comfort

For this segment, **z.one** concept™ recommends **milk\_shake® delicate**.

## QUICK COLOUR

1. 100% grey coverage
2. Lifts and darkens, transforming the natural colour of the hair
3. Colours hair permanently
4. Its technology combined with calibrated colourants guarantees the same results as a traditional permanent colour, with reduced application and processing times.

For this segment, **z.one** concept™ recommends **milk\_shake® 9 minutes**.

## 2. PHILOSOPHY

**milk\_shake® the gloss colour** was created for exclusive use within professional salons.

It's an ammonia-free acidic colouring treatment in oil that guarantees fantastic hair colour and colour tones, without lightening or changing the natural colour or structure of the hair.

A product suitable for clients who want to try a more lasting colour compared to direct colour, or clients with colour-treated hair that want to maintain an intense and vibrant colour tone, or clients who lighten their hair and need to correct or enhance a colour tone, or clients who have natural hair and do not want to change their hair colour, but only give extreme shine and conditioning to the hair's structure.

The synergy of **the gloss colour** with other **milk\_shake®** products allows for new services that enhance the salon's professionalism and satisfy the requests of even the most demanding customers.

**milk\_shake® the gloss colour** is not just a colour, but a treatment that nourishes and conditions the hair, improving the hair with each application.

30 shades to satisfy all colour and tone requirements.

**milk\_shake® the gloss colour** is not recommended as the best choice when it

comes to grey coverage, as it covers maximum 50% if the same colour as the base level is chosen, or darker.

What makes it different compared to a traditional ammonia-free semi-permanent colour? First of all, its pH is acidic (when placed within pH parameters), and so this makes **milk\_shake® the gloss colour** the ideal product for porous or damaged hair that tends to have greater colour-fading issues. The final result is radiant colour that lasts longer, as well as visibly improving the appearance of the hair with each application.

When considering the positioning of various colour ranges, these guidelines position **z.one** concept™, **milk\_shake® the gloss colour** between a direct colour (**milk\_shake® conditioning direct colour**) and semi-permanent colour (**milk\_shake® smoothies**).

## ACIDIC COLOUR

1. Colours and tones without modifying the natural colour and structure of the hair
2. Improves the condition of porous hair or hair that has been chemically treated
3. Tones and corrects colour-treated and lightened hair
4. Hides greys up to 50%

For this segment, **z.one** concept™ recommends **milk\_shake® the gloss colour**.



## 3. THE TECHNOLOGY

**milk\_shake® the gloss colour** is formulated with a brand new combination of ingredients.

### **HYPER-FERMENTED PRICKLY PEAR EXTRACT**

The prickly pear is a succulent plant particularly appreciated for the nutritional and nutraceuticals properties of its fruit, rich in sugars, pectin, fibre, minerals, Vitamin C and E. Popular tradition has always attributed therapeutic properties to the prickly pear, now confirmed by science through clinical trials. In particular, its bioactive compound content has an extraordinary antioxidant action. Our choice turned to an extract which is highly concentrated in antioxidants obtained from fruits of Italian origin. The cutting-edge green technology of hyper-fermentation applied to prickly pears results in an enhanced phyto-complex, where the amount of polyphenols is increased by + 44%, with an increase in flavonoids and antioxidant power equal to + 50% and + 60% respectively. These bioactive substances perform important protective effects by counteracting the free radicals responsible for the damage to biological tissue. The protective action of prickly pear extract means that the hair cuticle is protected to better resist external aggressors and to preserve its integrity, for intense, shiny colour for longer.

#### **The main points:**

##### **1. natural**

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

##### **2. sustainability**

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

##### **3. safety**

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

### **AMINO ACID COMPLEX**

Amino acid complex is the exclusive complex of plant amino acids derived from wheat and soy, which restores the natural components of keratin to the hair, essential elements for the integrity, strength and resistance of the protein chain within the hair to internal and external stress factors. Thus, the hair is nourished and regains strength, lustre, smoothness and softness.

## ORGANIC BLUEBERRY EXTRACT

It nourishes scalp and hair, supplying the hair with precious phytonutrients such as vitamins and minerals and antioxidants, with precious protective, toning and emollient properties, for shiny hair that's full of life.

## SUNFLOWER SEED OIL

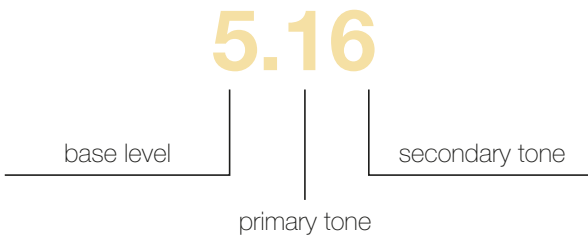
A natural emollient extracted from seeds through pressing, it is recognized for its nourishing and protective action due to its antioxidant vitamin E content. It wraps the hair like a veil, strengthening the cuticle and restoring shine to dry and damaged hair.

# 4. FORMAT

Each bottle of **milk\_shake® the gloss colour** contains 60 ml of colouring product. Its numbering is in line with the other **z.one** concept™ colours and complies with the most widely used international numbering codes. This enables the hairdresser to choose the shade or blend in line with our other colours, ensuring that the hairdresser avoids mistakes and easily identifies the base level (colour intensity), primary tone (the predominant tone), and if applicable, the secondary tone:

### HOW TO READ THE COLOUR CODES

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## 5. LEVELS AND TONES

Levels are the measurement of the intensity (dark or light) of each individual colour shade. The tone is the chromatic tendency, which indicates the character of the shade and the difference between every single shade of the same level.

		number code	alphabetical code	name of tone	
<b>D A R K</b>	<b>3 DARK BROWN</b>		<b>N</b>	natural	
		.03	<b>NG</b>	natural golden	
	<b>4 medium brown</b>	.07	<b>NV</b>	natural violet	
		.08	<b>NB</b>	natural moka	
<b>M E D I U M</b>	<b>5 light brown</b>	.1	<b>A</b>	ash	
		.11	<b>AA</b>	intense ash	
	<b>6 dark blond</b>	.13	<b>AG</b>	ash golden	
		.17	<b>AV</b>	ash violet	
	<b>7 medium blond</b>	.3	<b>G</b>	golden	
		.4	<b>C</b>	copper	
	<b>L I G H T</b>	<b>8 light blond</b>	.41	<b>CA</b>	copper ash
			.43	<b>CG</b>	copper golden
		<b>9 very light blond</b>	.6	<b>R</b>	red
	.7		<b>V</b>	violet	
.8	<b>B</b>		moka		
<b>10 platinum lightest blond</b>	.81	<b>BA</b>	moka ash		
	.83	<b>BG</b>	moka golden		
		NEUTRAL	<b>NEUTRAL</b>		

**milk\_shake® the gloss colour** allows the salon professional to easily choose the intensity of the level and the best colour tone according to the customer's request, the diagnosis/consultation, and hair type. **milk\_shake® the gloss colour** can interact with the other **z.one** concept™ colours, or it can be chosen on its own, according to the different colouring and toning requirements, which will always depend on the structure of the hair, the presence and percentage of greys, or the type of colour or lightening effect already present in the hair. In order to choose the best **milk\_shake® the gloss colour** service, please read chapter 15.

## 6. TONAL SERIES AND NEWTON'S DISK

**NATURAL** / brown tone. Covers and hides greys, for natural-looking colour.

**.03 NATURAL GOLDEN** / warm natural tone. To tone lightened hair with a soft tone without problems of colour-veering on particularly sensitive hair.

**07 NATURAL VIOLET** / violet tone. To tone slightly golden lightened hair with a target neutral tone.

**.08 NATURAL MOKA** / amber tone. For those who love neutral blond colour with a slightly warm character. Suitable for very sensitized hair, to avoid unwanted colour veering.

**.1 ASH** / grey tone. Ideal for obtaining cool colours and for neutralizing orange / yellow / brassy tones.

**.11 INTENSE ASH** / grey violet or blue tone. Its intensity varies according to the base level. Suitable for those who love a cool colour on medium levels, and grey on very light levels.

**.13 BEIGE** / beige tone. Ideal for those looking for a golden / cool tone. A neutral shade suitable for giving radiance to medium and light base levels.

**.17 ASH VIOLET** / violet grey tone. Suitable for those looking for a cool colour or for those who need to control an excessive presence of yellow/brassy tones on lighter levels, and orange tones on medium levels.

**.3 GOLDEN** / golden tone. Warms any medium and light levels. Its balanced tone makes it special for those who love a balanced warm colour.

**.4 COPPER** / orange tone. A bright shade and true to its name. Suitable for obtaining warm shades.

**.41 COPPER ASH** / satin copper tone. Ideal for those looking for a trendy shade to stand out from the most classic blond colours.

**.43 COPPER GOLDEN** / golden orange tone. Refined and balanced for those seeking a copper tone that's very delicate and never excessive.

**.6 RED** / red tone. Ideal to create balanced red tones.

**.7 VIOLET** / cool violet tone. The addition and presence of blue pigments guarantee an intense and deep colour.

**.8 MOKA** / neutral brown tone. Ideal for those who want a brown colour that's delicate and soft, for natural but beautiful effects.

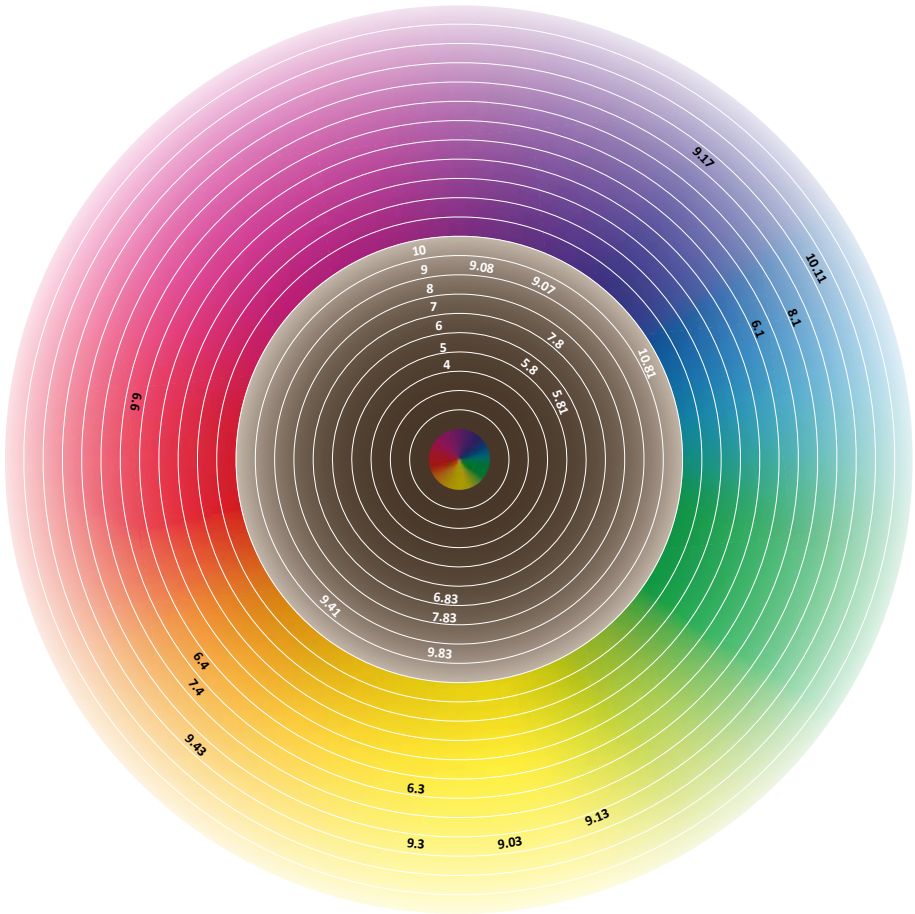
**.81 MOKA ASH** / cool brown tone. Ideal for those looking for a neutral shade that requires a stronger cool effect on existing warm tones.

**.83 MOKA GOLDEN** / warm brown tone. A very deep yet delicate colour. Ideal for applications on porous hair to avoid darkening.

**NEUTRAL** / colourless. Neutral shade that is used to desaturate any other shade or to give maximum shine to natural or cosmetically-coloured hair.

# NEWTON'S DISK

A correct reading of the colour disk allows the hairdresser to immediately identify the positioning of each shade, both as a level and as a tone. With the colour disk, a good technician will know what to choose and use according to the target colour, and if necessary, how to adjust the mixture before applying the colour.



## 7. ACTIVATOR

The specific **milk\_shake® the gloss colour acidic colour activator** has a strength of 6 volumes (1.8%).

Its special formula has the ability to bring the mixture with the colour into an acidic pH range (pH value of the colour + oxidant compound is 6.7). Due to this special combination, the natural hair colour is not lightened and the hair structure remains almost unchanged, guaranteeing pigment deposit only.

### Specific ingredients within the activator formula

#### **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, pectin, fibre, minerals, Vitamin C and E. Popular tradition has always attributed therapeutic properties to the prickly pear, now confirmed by science through clinical trials. In particular, its bioactive compound content has an extraordinary antioxidant action. Our choice turned to an extract which is highly concentrated in antioxidants obtained from fruits of Italian origin. The cutting-edge green technology of hyper-fermentation applied to prickly pears results in an enhanced phyto-complex, where the amount of polyphenols is increased by + 44%, with an increase in flavonoids and antioxidant power equal to + 50% and + 60% respectively. These bioactive substances perform important protective effects by counteracting the free radicals responsible for the damage to biological tissue. The protective action of prickly pear extract means that the hair cuticle is protected to better resist external aggressors and to preserve its integrity, for intense, shiny colour for longer.

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

## AMINO ACID COMPLEX

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## ORGANIC BLUEBERRY EXTRACT

It nourishes scalp and hair, supplying the hair with precious phytonutrients such as vitamins and minerals and antioxidants, with precious protective, toning and emollient properties, for shiny hair that's full of life.

## INTEGRITY 41®

**Integrity 41®** is obtained through extraction from the flourey residue of sunflower seeds that remains after having separated the oil, 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 shine.

# 8. MIXING RATIO

**milk\_shake® the gloss colour** is mixed with **milk\_shake® the gloss colour acidic colour activator** 6 vol. with a 1:1 mixing ratio (e.g. 40 g **milk\_shake® the gloss colour** + 40 g **milk\_shake® the gloss colour acidic colour activator** 6 vol).

# 9. WORKING METHOD

The result of each technical service is always guaranteed by a procedure which protects the colour result as well as being completely safe.

The **z.one** concept™, method developed for all our colouring services makes it easier to reach target goals whilst protecting the technician and the client.



The service procedures are:

- PRELIMINARY SENSITIVITY PATCH TEST
- SCALP ANALYSIS
- HAIR ANALYSIS
- PROTECTING THE CLIENT
- MIXING OF THE COLOUR PRODUCT
- APPLICATION AND SERVICES
- PROCESSING TIME
- RINSE
- CLEANSE AND CONDITION

## 10. PRELIMINARY SENSITIVITY PATCH TEST

Cleanse a small area of skin behind the ear or in the hollow of the elbow with rubbing alcohol. Apply a small amount of product, repeating three times. Leave to dry and wait 48 hours without washing. If in this period of time, redness, swelling or itching appear, avoid using of the product. The test does not rule out the possibility of an allergic reaction after having used the product.

In the case of unwanted reactions during application (such as intense itching, burning, skin irritation, fainting or dizziness, respiratory difficulties and / or swelling of the eyes / face) rinse hair immediately, discontinue use of the product and immediately consult a doctor.

If after colouring or in the subsequent days, problems such as itching, redness or irritation of the skin and scalp, swelling of the eyes / face, blisters and / or exudative eczema of the skin or scalp occur, consult a doctor immediately. Follow these instructions and precautions and ask the customer to read them.

## 11. SCALP ANALYSIS

This is a very important step in establishing the feasibility of the service and the subsequent working method. Scalp analysis is always essential to avoid any client discomfort. If during the analysis any redness or scalp disorder is found, it is recommended to evaluate the feasibility of the service.

## 12. HAIR ANALYSIS

At this stage the important aspects to consider are the structure and natural colour or cosmetic colour present on the hair.

**STRUCTURE:** a damaged structure could affect the result and the duration of the colour. Knowing this, and in the case of damaged or porous hair, it is preferable to apply **milk\_shake® colour specifics pro colour equalizer** before the chosen colour for application on lengths and ends.

**To make a correct diagnosis before applying milk\_shake® the gloss colour, always:**

- Examine the condition of the hair, its porosity and its colour (natural / colour-treated or mixed).
- Decide the desired target colour together with the client.
- Always consider the percentage of greys.
- Choose the most suitable service from those available.

## 13. PROTECTING THE CLIENT

Protection means everything that safeguards the customer's clothing and that can guarantee a state of comfort from the beginning to the end of the service.

**PROTECTING CLOTHING:** to avoid staining clothes, it is important to have a kimono and / or a disposable cape worn in such a way as to avoid any splash of colour on clothes which would be very unpleasant.

**PROTECTING THE FACE:** **milk\_shake® colour specifics powerful protector** is a pre-colouring protective fluid. It protects the skin from any irritation and redness during technical services and also avoids colour stains on the skin without

affecting the action of the colour on the hair. It should be applied evenly over the hairline before the technical service.

**PROTECTING THE HAIR:** if during the hair analysis phase, the structure has particularly porous areas, before applying the colour, use **milk\_shake® colour specifics pro colour equalizer**, that equalizes and strengthens the hair structure before colouring, ensuring an even colour result. Spray over the hair before each colour service.

## 14. MIXING THE COLOUR PRODUCT

Remember that the mixing ratio of **milk\_shake® the gloss colour** is 1:1 (e.g. 40 g **milk\_shake® the gloss colour** + 40 g **milk\_shake® the gloss colour acidic colour activator** 6 vol.). Remember the importance of an efficient and correct mixing of the colouring oil and developer. If these are not mixed properly, anomalies could occur such as less colour deposit and untimely colour-fading. With **milk\_shake® the gloss colour**, it is possible to prepare the mixture with the classic method of brush and bowl, or due to its consistency, it can be applied with the appropriate **milk\_shake® applicator bottle** that facilitates both mixing and application.

**REMEMBER:** the final compound must be well-blended, but in mixing phase the consistency should be similar to a gel. Both during mixing and application, the colouring compound must not be foamy.

## 15. APPLICATION AND SERVICES

Thanks to its texture and the range of ideal services to offer, **milk\_shake® the gloss colour** can be applied with the classic method that involves using a brush, or with the practical **milk\_shake® applicator bottle**. Being a special colour suitable to tone the hair, the key is to distribute the product over the hair or on areas that require toning.

Its interaction with other **milk\_shake®** products, as well as guaranteeing perfect

colour tones, allows the hairdresser to create different and special services such as colour correction, ultra-high definition colour effects, or shine and conditioning to the structure of natural or colour-treated hair, without changing the colour already present in the hair. The specifics of each individual service follow below.

## COLOUR GLOSS

Improves the quality of the result by toning, modifying or intensifying the colour of lightened or lifted hair.

**Suitable for:** colour-treated hair - hair lightened by lightening products.

**Recommended procedure:** after a lightening service, choose the ideal shade depending on the desired target colour.

- **Mixing:** 40 g **milk\_shake® the gloss colour** + 40 g **milk\_shake® the gloss colour acidic colour activator** 6 vol.
- After shampooing with **milk\_shake® deep cleansing**, pre-dry the hair (at least 50%) - apply to roots, lengths and ends - leave to process for up to 20 minutes – rinse, cleanse and condition with products from the **milk\_shake® colour specifics** line - proceed with styling.

## HD SHINE

Enhances untreated or colour-treated hair by revealing its shine for longer without changing its colour.

**Suitable for:** dull natural hair – colour-treated hair that requires shine and conditioning.

**Recommended procedure:** the special NEUTRAL shade guarantees a super shiny effect for all hair types.

- **Mixing:** 20 g **milk\_shake® the gloss colour NEUTRAL** + 20 g **milk\_shake® the gloss colour acidic colour activator** 6 vol. + 20 g **milk\_shake® integrity reconstruction system** / step B.
- After shampooing with **milk\_shake® deep cleansing** shampoo, pre-dry the hair (at least 50%) and apply over roots, lengths and ends - leave to process for 15 minutes under a heat source - rinse and cleanse with **milk\_shake® acid colour sealer** - after rinsing apply **milk\_shake® colour sealing conditioner** for 5 minutes - rinse and proceed with styling.

## GLOSS AND COLOUR

It combines two technologies of different colours to optimize grey coverage and

colour tones in colour-treated hair.

The synergy between **milk\_shake® smoothies** and **milk\_shake® the gloss colour** guarantees the best result in grey coverage over regrowth, and a colouring treatment for the lengths and ends.

**Suitable for:** natural hair depending on percentage of greys – colour-treated hair that requires additional colour tone.

**Recommended procedure:**

**STEP 1:** for better grey coverage, apply **milk\_shake® smoothies** over the regrowth area.

**STEP 2:** apply **milk\_shake® the gloss colour** over lengths and ends.

• **Blend for regrowth:** 30 g **milk\_shake® smoothies** + 45 g **milk\_shake® activating emulsion**.

• Blend for lengths and ends: 20 g **milk\_shake® the gloss colour** + 20 g **milk\_shake® the gloss colour acidic colour activator** 6 vol.

• After shampooing with **milk\_shake® deep cleansing shampoo**, dry the hair completely at the base and at least 70% on the lengths and ends - apply the **milk\_shake® smoothies** mixture on the roots, and the **milk\_shake® the gloss colour** mixture on the lengths and ends, - leave to process for 20 minutes - rinse and cleanse and condition with **milk\_shake® colour specifics** products - proceed with styling.

**REMEMBER:** during the application phase, massage first with your hands, without making the product foam, and then distribute with a wide-tooth comb.

## 15.1 z.one concept™

### COLOUR MAP

As for all colours, including **milk\_shake® the gloss colour**, the condition and structure of the hair can determine either an excellent or mediocre result. We all know that medium-long hair can present different absorption capacities depending on the specific area, which can be more or less porous. By virtue of this, sound technical knowledge and different colouring technologies give excellent result in terms of colour tone and intensity.

What we must always remember is that an acidic colour, like **milk\_shake® the gloss colour**, has no power to modify natural hair colour. In the regrowth area, where the structure is less sensitive than the lengths, the final result will be delicate

and light. On the other hand, there will always be a greater intensity of colour over the lengths, which are either treated or more sensitive than the base, and will absorb the colour more.

The added fact that hair that exceeds 12 cm, and sometimes even shorter lengths, may have lengths that are very porous and lightened ends, therefore can create problems of darkening and toning that are all too easily and commonly found. Our **z.one** concept™ **colour map** working method provides choice for the best colour / mixture, depending on the specific area of the hair, which, as aforementioned, can affect the final result;

**ZONE A:** regrowth (to a max. of 2cm).

**ZONE B:** from the end of zone A to approx. halfway down the lengths.

**ZONE C:** from halfway down the lengths to the ends (alternatively over very porous areas).

**N.B.** Considering that the most sensitive areas are lengths and ends (ZONES B & C), **milk\_shake® the gloss colour** is the best choice, therefore any variant will only be applied to ZONE A. The following information only takes ZONE A into consideration, and we will advise on the best choices to make.

## PROCEDURE OF THE **z.one** concept™ METHOD

### **ZONE A – objective 1**

Achieve a darker and more intense colour than the natural base colour:

- mix **milk\_shake® the gloss colour** with **milk\_shake® the gloss colour acidic color activator** 6 vol.

### **ZONE A – objective 2**

Achieve a colour of the same level as the natural base colour, and/or mask up to 50% of greys:

- mix **milk\_shake® smoothies** with **milk\_shake® activating emulsion**

### **ZONE A – objective 3**

Lighten the natural colour and/or 100% grey coverage:

- mix **milk\_shake® creative** with **milk\_shake® oxidizing emulsion** 10-20-30-40 vol.

## ZONE B

- mix **milk\_shake® the gloss colour** with **milk\_shake® the gloss colour acidic colour activator** 6 vol.

## ZONE C

- mix 3 parts of **milk\_shake® the gloss colour** (target shade) + 1 part of **milk\_shake® the gloss colour** (NEUTRAL) with **milk\_shake® the gloss colour acidic colour activator** 6 vol.

**P.S.** the addition of a part of **milk\_shake® the gloss colour** NEUTRAL dilutes the intensity of the final result and avoids any darkening on the most porous areas. It is possible to add up to 50% of the formula on excessive porosity, on lengths and ends.

**REMEMBER:** this chapter relating to the **z.one** concept™ METHOD is our own indication that allows you to choose and use the best **z.one** concept™ colour range according to the type of structure and requested target colour. It does not represent the absolute way to use **milk\_shake® the gloss colour** which, thanks to its characteristics, can be easily prepared for simple application related to the services listed in chapter 15.

# 16. PROCESSING TIME

The recommended processing time is 20 minutes. The balanced colour formula means that the processing time can be kept standard and there is no need to modify it according to the type or porosity of the hair. Only the **HD SHINE** service varies the processing time from 20 to 15 minutes with a heat source. For all other services, a heat source is not recommended.

# 17. RINSE

At the end of the processing time, seat the customer at the backwash and massage the product gently over scalp and hair. Rinse by adding a little water at a time until an even cream is obtained. Rinse completely with water until the colouring product is removed completely and continue with the cleansing and conditioning phase.

## 18. CLEANSE AND CONDITION

This phase is also important to ensure not only the perfect cleansing of the scalp and hair, but also to create a wellness ritual for the customer after the colouring service. The **milk\_shake® colour specifics** line concludes the colour service with a system that eliminates any chemical residue from the scalp and hair, cleanses gently, conditions and seals the cosmetic pigments in the hair.

**FIRST STEP: milk\_shake® acid colour sealer** is a post colour acidifier specifically formulated to close the cuticles after each technical service, sealing the colour inside the hair. After a very good colour rinse, apply evenly over the hair, avoiding the skin. Leave in for 3 minutes and without rinsing, continue with **milk\_shake® colour sealing shampoo**.

**SECOND STEP: milk\_shake® colour sealing shampoo** cleanses gently, sealing in the colour, improving colour durability and enhancing shine. Apply after acid colour sealer, lather then rinse.

**THIRD STEP: milk\_shake® colour sealing conditioner** conditions the hair after colouring, closes the hair cuticles, seals the cosmetic pigments inside the hair and improves the duration of the colour, enhancing shine.

**REMEMBER:** only the **HD SHINE** service has a final cleansing phase with **milk\_shake® acid colour sealer**, and conditioning with **milk\_shake® colour sealing conditioner**.

## 19. THE NEUTRAL SHADE

The NEUTRAL shade is a special colourless shade. Its function within the colour chart is specific and very useful. NEUTRAL can be used to desaturate any shade in order to create lighter shades that are not present on the colour chart present in the colour chart.

**Desaturate means to create a colour that is 1 level lighter** but of the same tone as the shade in the colour chart. To desaturate a colour 1 level, the proportion indicated is 50% of the total colouring compound.

**E.g. target colour 10.13:** prepare a mixture of 20 g **milk\_shake® the gloss colour 9.13** + 20 g **milk\_shake® the gloss colour NEUTRAL** + 40 g **milk\_shake® the gloss colour acidic colour activator 6 vol.**

Another very important use of this special shade is to mix NEUTRAL to the chosen **milk\_shake® the gloss colour** shade when it is necessary to apply the colour



to the most sensitive areas of the lengths and ends, to avoid toning or excessive darkening of the final colour (see chapter 15.1). In this specific case and service, the percentage of NEUTRAL to add to the chosen shade of **milk\_shake® the gloss colour** is from 25% up to maximum 50% of the colour compound.

**E.g. target colour 8.81 on very porous lengths:** prepare a mix of 30 g **milk\_shake® the gloss colour** 8.81 + 10 g **milk\_shake® the gloss colour** NEUTRAL + 40 g **milk\_shake® the gloss colour acidic colour activator** 6 vol.

**N.B** if the lengths tend to absorb excessively, the percentage of NEUTRAL can be increased up to 50%.

## 20. CONCLUSIONS

This manual was created with the intention of informing the hairdresser about the characteristics and features of our **milk\_shake® the gloss colour**. We have included everything we think is important to know and that can guarantee the hairdresser applies the colour and toning service safely. As we know, in the world of colouring, the cases that we meet every day in the salon are varied and endless. In addition to all that has been included in this manual, it is always a good rule to adopt and put into practice all the knowledge that we have learned during our experience and training.



milkshake  
the gloss  
colour

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

60 ml e2.0



10.11 / 10 AA  
TENSE ASH  
ATINUM  
TEST BLOND

2 fl oz

**milk**  
**shake**<sup>®</sup>  
the gloss  
**c o l o u r**

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**z.one** concept<sup>™</sup>

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