



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

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conditioning  
permanent colour

z.one concept<sup>™</sup>



**milk  
shake**  
creative

conditioning  
permanent colour  
SLS/SLES FREE

with milk proteins,  
organic honey  
and sunflower oil  
and amino acid  
complex

3.4 fl oz 100 ml e

**milk\_shake**® creative permanent colour

# THE PERMANENT COLOUR THAT GUARANTEES EXCELLENT RESULTS

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- \_ **conditioning and protective cosmetic base to protect** the hair's structure.  
It conditions the hair shaft and protects scalp and hair during colouring
- \_ **high quality, stable, concentrated pigments** that are highly pure
- \_ **pleasant honey fragrance**
- \_ **creative colour and unlimited combinations** for infinite possibilities and results
- \_ **radiant colour**
- \_ **sublime shine**
- \_ **long-lasting**
- \_ **natural, healthy and extraordinary result**

HIGH QUALITY,  
STABLE,  
CONCENTRATED  
PIGMENTS  
THAT ARE  
HIGHLY PURE  
FOR EXCELLENT  
RESULTS





# NATURE TAKES CARE OF THE BEAUTY OF YOUR HAIR

The results obtained with

**milk\_shake**® creative permanent colour  
are guaranteed by special ingredients:

**Milk proteins** have a structural affinity with keratin that allows them to supplement, condition and strengthen the hair, giving consistency and structure, giving deep protection.

**Blueberry extract** has an antioxidant and nourishing action

**Natural honey** is renowned for its nourishing properties, and has a soothing and protective action on scalp and hair, for incredibly soft, silky hair with radiant tones.

**Conditioning and hydrating agents** give softness and manageability.

**Sunflower oil** has an emollient action and gives manageability.

**It contains an amino acid complex\***: a balanced complex of plant-based amino acids derived from wheat and soy which contribute to the restructuring action, with restorative and strengthening properties that can be compared to keratin.

NATURE COMBINES  
WITH TECHNOLOGY TO GIVE SHINE,  
PROTECTION AND VITALITY TO HAIR

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BENEFITS FOR THE HAIR

increases elasticity and gives strength

increases shine and wellbeing

protective effect

reduces frizz

reduces static

facilitates styling

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# HIGHLY CREATIVE COLOUR

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**Formulated with the concept of molar balancing** that gives more vibrant, intense and long-lasting colour, to avoid unwanted reactions between pigments by creating unwanted molecules.

PARABEN FREE

SLS/SLES FREE

WITH A PROTECTIVE UV FILTER

- \_ **simple to use**, classified using the international colour classification
- \_ **wide range of colours** subdivided into 18 tonal series
- \_ **easy to mix**, it creates an even, creamy texture that is easy to apply
- \_ **convenient format** for 2 colour applications, one 3.4 oz tube with a mixing ratio of 1+1.5





# LIMITLESS COMBINATIONS

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**NATURAL** a colour series developed to give natural and delicate grey coverage; the formulas have been calibrated to give a slight cool tone that counteracts warmer tones.



**MORE NATURAL** the formulas have balanced primary colours, making the colours neutral, for clients who want colour with stronger grey coverage.



**ASH** with cooler blue or violet tones. These should be used to cool down unwanted warm tones, from golden to golden/copper.



**BLUE BLACK** a deep black shade with blue pigments that guarantees perfect and total grey coverage, with blue tones.



**MATTE** with cool green or blue tones. These should be used to tone down excessive red/orange tones, to create an ash effect.



**BEIGE** a blend of ash and golden tones that create balanced tones for colour that requires cool tones, maintaining the shine that is typical of golden shades; ideal for all blond levels.



**PURE GOLD** strong golden tones. These should be used to create results with intense golden tones, to neutralize unwanted cool tones.



**COPPER** intense copper tones, for extremely radiant colour. Recommended for pre-pigmentation services or to control cool tones.



**MAHOGANY** with delicate red-violet or red-copper tones. When added in small quantities to red or copper tones, these enhance their tone.



**RED** with intense red tones, for vibrant, radiant colour.

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**VIOLET** with strong violet tones.



**WOOD** a series of neutral/cool browns. Hues that are reminiscent of the colours of wood. Browns with a violet chromatic scale to neutralise the tone during lightening and give cool iridescent tones during colour deposit.



**CHOCOLATE** is a series of browns expressed through unique chocolate shades that go from the intense browns of dark chocolate to lighter tones of milk chocolate.



**COFFEE** is a series of browns with unique coffee shades. Perfect grey coverage with deep, full tones.



**EXOTIC** a series of browns with a perfect balance of golden-copper tones, to create natural warm tones.



**SENSUAL WARMS** a particular blend of cool and warm tones, creating rich, deep and vibrant tones.



**HIGHLIFTERS** with a greater lightening strength compared to other series. Should be used on untreated hair starting from level 5 to lighter levels.



**METALLIC** these don't have a level but rather a well-defined tone defined by a dominant grey hue. Should always be applied to lightened hair.

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## PLUS

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**SPECIALS** these don't have a level, but rather a well-defined tone. This will influence the result during intensification or neutralisation of colour, without modifying the final level.



**CLEAR** a neutral formula to be mixed with different shades to increase lightening, or to be used as a neutral lightener when mixed with developers.

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## **milk\_shake® oxidizing emulsion**

5 developers specifically formulated to act in synergy with **milk\_shake® creative permanent colour**

**5 / 10 / 20 / 30 / 40** volumes

The developers have the function of “developing” the colouring pigments within the colour to create a stable, even and long-lasting, lustrous colour. The **Integrity 41®** ingredient within the formula guarantees greater colour for longer with its important antioxidant action.

- \_ **milk proteins:** the high structural affinity with keratin integrates, conditions and strengthens the hair, giving it consistency and structure for deep protection.
- \_ **mango seed oil:** emollient, it counteracts dryness and gives hair softness.
- \_ **natural honey:** appreciated for its nourishing properties, it has a soothing and protective action on scalp and a conditioning action for the hair, for soft, silky hair with vibrant tones.
- \_ **conditioning and hydrating agents:** give softness and manageability.
- \_ **Integrity 41®:** protects from free radicals and stress factors that can damage hair, giving greater colour stability over time.

**Integrity 41® - sunflower seed extract, rich in antioxidant polyphenols.**

### **milk\_shake® oxidizing emulsion 5 vol. 1.5%**

Recommended to give tone to lightened or color treated hair without any lifting effect. It's best used for maximum color deposit and recommended for re-pigmentation services.

### **milk\_shake® oxidizing emulsion 10 vol. 3%**

Recommended when darkening or maintaining to same natural base level. It has a gentle lifting strength, lifting up to 1 level. It is recommended for grey coverage when the target shade is within 1 level of the natural color.

### **milk\_shake® oxidizing emulsion 20 vol. 6%**

Recommended for grey coverage on coarse resistant hair textures giving up to 2 levels of lift.

### **milk\_shake® oxidizing emulsion 30 vol. 9%**

Recommended when depositing color with 2 to 3 levels of lift.

### **milk\_shake® oxidizing emulsion 40 vol. 12%**

Recommended when depositing color with 3 to 4 levels of lift. This is also the specific emulsion required for the High Lift series.

## TIPS ON GREY COVERAGE

- \_ for best natural tonal results when covering grey be sure to formulate with Natural N series or More Natural NN series.
- \_ 0-30% grey, it is recommended to use your desired target shade.
- \_ 30-70% grey, it is recommended to add up to 50% of N or NN series with any desired fashion shade.
- \_ 70-100% grey, it is recommended to add 50% or more of N or NN series with any desired fashion shade depending on your desired results.
- \_ When working on extremely resistant grey coverage it's recommended to drop your level of desired shade.





THE NEW  
ADVANCED

**milk\_shake** creative permanent colour

FORMULA

## HAIR ANALYSIS

**Analyse the hair, establishing:** the natural color level / the % of greys / hair type / body / porosity / resistance / density / elasticity / the desired result.

### STANDARD PREPARATION: 1+1.5

In a non-metallic bowl, pour 1 part of **milk\_shake® creative permanent color colouring cream** and add 1.5 parts of **milk\_shake® oxidizing emulsion** 5 vol. 1.5%, 10 vol. 3%, 20 vol. 6%, 30 vol. 9%, 40 vol. 12% (e.g.: 50 g coloring cream + 75 g of **milk\_shake® oxidizing emulsion** 20 vol. 6%).

### HIGH LIFTERS: 1+2

In a non-metallic bowl, pour 1 part of **milk\_shake® creative permanent color colouring cream** and add 2 parts of **milk\_shake® oxidizing emulsion** 40 vol. 12% (e.g. 50 g “high lifter” coloring cream + 100 g oxidizing emulsion 40 vol. 12%).

### FORMULA / PROCESSING TIME

To darken / tone	<b>oxidizing emulsion</b> 5 vol. 1.5%	min. 20 min*
To lighten up to max. 1 level	<b>oxidizing emulsion</b> 10 vol. 3%	min. 30 min*
To lighten from 1 to 2 levels	<b>oxidizing emulsion</b> 20 vol. 6%	min. 35 min*
To lighten from 2 to 3 levels	<b>oxidizing emulsion</b> 30 vol. 9%	min. 40 min*
To lighten from 3 to 4 levels	<b>oxidizing emulsion</b> 40 vol. 12%	min. 45 min*

\*to increase coverage or intensity, leave the color in for 5 minutes longer. The metallic series must only be used with 5 or 10 vol. and on pre-lightened levels.

## APPLICATION

Apply **milk\_shake® color specifics powerful protector** over the hairline. Wear gloves and apply the color to dry, unwashed hair (should the hair be excessively oily or loaded with any product buildup, cleanse the hair first).

### TYPE OF SERVICE

**Virgin hair colour application:** Prepare the formula with the chosen **milk\_shake® oxidizing emulsion** according to the desired level of lift. Apply the formula, 1 inch away from the regrowth to the ends. Then go back in to the re-growth and apply to remaining area. Process accordingly with the appropriate **milk\_shake® oxidizing emulsion**.

**Colour touch-up:** Apply the formula to the natural re-growth area, process accordingly with the appropriate **milk\_shake® oxidizing emulsion**. (5 vol, 10 vol, 20 vol, 30 vol, 40 vol). To refresh the color on lengths and ends, choose the appropriate **milk\_shake® direct color shade** or a **milk\_shake® smoothies** colour and process for the necessary processing time.

**Coloring with the “High Lifters” series:** Apply the desired formula 1 inch from the re-growth to the ends. Prepare the same formula apply to the re-growth area, process for 45-60 minutes. (Depending of the density of the hair).

**Colour touch-up using the “High Lifters” series:** Apply the desired formula to the natural regrowth area, process for 45-60 minutes.

## RINSE

At the end of the processing time, add water and emulsify. Rinse thoroughly, apply **milk\_shake® color specifics acid colour sealer**, emulsify for 3 minutes. Without rinsing follow through with cleansing using **milk\_shake® color sealing shampoo**. Condition the hair using **milk\_shake® color sealing conditioner**, massage for 2 minutes, rinse and proceed with styling.

# TECHNICAL SUPPORT HOTLINE

Call us with questions about  
z.one concept technical products  
like color and lighteners.

Phone or Text

**973-767-7878**

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INSPIRATION**


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