

milk shake[®]

NATURAL BEAUTY



Find your
**natural
beauty**

milk_shake[®]

is a range of professional
hair care products
that believes in

**simple, joyful,
spontaneous beauty.**





**milk
shake**

**moisture
plus
conditioner**

moisturizing
conditioner for dry hair
condizionatore idratante
per capelli secchi
acondicionador hidratante
para el cabello seco
après-shampooing hydratant
pour les cheveux secs

with organic papaya
extract and hyaluronic acid
for age protection
paraben free

250 ml e 8.4 fl. oz

**milk
shake**

**whipped
cream
leave-in foam**

no rinse
conditioning &
protective creamy foam
for all hair types
mousse cremosa
condizionante e protettiva
senza risciacquo
per tutti i tipi di capelli

with milk proteins



Haircare?

Effortless...
and fun!

We believe that taking care of hair means making each customer look their best with simple haircare routines.

Playful products and soft textures combined with irresistible fragrances that envelope the senses. **milk_shake® products are designed to create moments of pure happiness both in the salon and at home.**





The science

behind milk and fruit

We develop high quality formulas that take care of all hair types.

Acts deeply— repairing surface damage and leaving hair silky and soft. The precious vitamins and minerals from our fruit extracts nourish and combat oxidative stress, keeping hair youthful and strong.





Happiness begins in the salon

milk_shake[®] products have soft, creamy textures and unmistakable fragrances —like our signature sweet vanilla— that make hair care and styling a delight.

We believe that sharing **milk_shake**[®] with customers in the salon should be a joyful experience. Indulge in our delightful textures and gorgeous fragrances while inviting your guests to have fun experiencing all that **milk_shake**[®] has to offer.



Precious ingredients

for all hair types

milk_shake® has something for all hair types & textures. Whether hair is curly or straight, color-treated or natural, dry, damaged or a little on the oily side — there is a product family to meet every hair need. Each line is focused on a carefully selected active natural ingredient.

Peach, papaya, blueberry, strawberry, grape, wheat germ: these and many more ingredients are featured in our products which include shampoos, conditioners, styling products, colour, masks and oils.



make my day
Soft, shiny hair



leave-in treatments
Shiny, manageable hair



colour care
Protection for colour-treated hair



flower power
Manageability and protection for colour-treated hair with vegan-friendly formulas



moisture plus
Deeply hydrated hair



integrity
Restructuring and nourishing for all hair types



silver shine
The solution for impeccable blond hair



icy blond
For cool blonds with ash tones



cold brunette
Neutralises copper tones in brown hair



pink lemonade
Delicate pink tones for blond or lightened hair



curl passion
Specific formulas for bouncy, defined curls



volume solution
An efficient and long-lasting volumizing action



scalp care
High performance products for scalp and hair



natural care
The nourishing properties of yogurt to strengthen all hair types



no frizz
Soft, shiny and frizz-free hair



sun&more

Beauty protection under the sun



k-respect

Anti-frizz smoothing system



insta.light

The *glass hair* effect
that visibly reflects the light



lifestyling

Products that give definition and hold, to create any look



braid products

Specific products to create braided looks



sos roots

Instantly covers regrowth



colour whipped cream

Colourful foams that revive hair colour and give
delicate temporary colour tones



make my day

The complete range with a simple routine that leaves hair soft, manageable and shiny.



make my day shampoo milk shampoo for super soft hair

A beauty blend of milk proteins and strawberry, goji berry and raspberry extracts with a gorgeous fragrance that leaves hair soft and shiny. Its creamy texture makes this delicate shampoo perfect for all hair types without removing the hair's protective film. **Use:** distribute evenly over damp hair, lather and rinse.



make my day conditioner milk conditioner for super soft hair

A creamy milk texture with a gorgeous fragrance that helps to detangle and smooth hair without weighing the hair down. Milk proteins nourish the hair deeply; strawberry, goji berry and raspberry extracts have a revitalising effect, leaving hair strong and shiny. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



make my day mask intensive nourishing milk mask for super soft hair

Ideal for all hair types, it restores the hair's softness and shine. The intensive action of milk proteins nourishes the hair, making it strong and improves elasticity. When mixed with the **milk_shake make my day boosters**, it strengthens their specific action on the hair. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask booster** according to hair needs. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day strawberry booster nourishing serum for fine or chemically-treated hair

A liquid serum with strawberry with regenerating and nourishing properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day papaya booster hydrating serum for dry, coarse hair

A liquid serum with papaya with hydrating and illuminating properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day blueberry booster colour-protection serum for colour-treated or lightened hair

Liquid serum with blueberry with strengthening and colour protective properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of **milk_shake make my day mask**. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



leave-in treatments

Versatile products that are easy to use, to give hydration and make hair manageable.



whipped cream

no rinse conditioning & protective creamy foam for all hair types

Formulated to condition hair, maintaining its moisture balance. Milk proteins condition and restructure the hair, whilst specific emollient ingredients give long-lasting hydration and the exclusive ingredient **Integrity 41**® protects hair colour. **Use:** shake well, hold upside down and dispense. Apply to clean, damp hair, then style.



leave-in conditioner

leave-in conditioner for all hair types

Conditioning spray for normal or dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalize hair, making it glossy and more manageable. The exclusive ingredient **Integrity 41**® protects hair from UV rays, improving colour stability. **Use:** spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.



incredible milk

12 effects / leave in for all hair types

Intensive spray mask for all hair types with organic muru muru butter, fruit extracts (blueberry, raspberry, papaya, mango) and milk proteins. **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Extreme shine **8.** Gives hair body and volume **9.** Improves the effects of straighteners and/or curling wands **10.** Protects and maintains colour **11.** Protects against UV rays **12.** Smoothens the cuticle. **Use:** spray onto damp or dry hair. Distribute and then style as desired.

colour care

Protective treatments for colour-treated hair. The products improve hair colour stability and keep colour looking fresh for longer.



colour maintainer shampoo

hydrating and protective shampoo for colour-treated hair

Gentle shampoo that hydrates and protects colour-treated hair. Contains milk proteins that restructure the hair deeply and the exclusive ingredient **Integrity 41**® to improve colour stability. Paraben & sls free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner

conditioner for colour-treated hair

ORIGINAL FORMULA

Formulated to hydrate and protect colour-treated hair. Milk proteins help to condition and restructure hair while the exclusive ingredient **Integrity 41**® improves colour stability, leaving the hair soft and shiny. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.



deep conditioning mask

intensive maintenance conditioner for colour-treated hair

A formula created to improve long-lasting colour stability with a concentrate of specific active ingredients. It detangles and protects hair, enhancing that hair's shine, softness and vitality. Paraben free. **Use:** apply to clean, damp hair, leave in for a few minutes, comb through and rinse.



flower power

Protective treatments for colour-treated hair, with vegan-friendly formulas and high performing plant-based ingredients.



colour maintainer shampoo / flower fragrance hydrating and protective shampoo for colour-treated hair

Gentle shampoo that hydrates and protects colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties. The exclusive ingredient **Integrity 41*** improves colour stability. Paraben free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner / flower fragrance conditioner for colour-treated hair

Formulated to hydrate and protect colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties. The exclusive ingredient **Integrity 41*** improves colour stability. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.



whipped cream / flower fragrance no rinse conditioning & protective creamy foam for all hair types

Formulated to condition the hair, maintaining its moisture balance. Contains moringa extract and soy proteins with a nourishing and protective action and **Integrity 41***, that guarantees long-lasting colour. **Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.



leave-in conditioner / flower fragrance leave-in conditioner for all hair types

Spray conditioner for normal or dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair, leaving it shiny, soft and with a gorgeous fragrance. It contains moringa extract and soy protein with nourishing and protective actions, and hyaluronic acid that plumps up the hair. The exclusive ingredient **Integrity 41*** protects hair from colour-fading. Paraben free. **Use:** spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.

incredible milk / flower fragrance

12 effects / leave in for all hair types

Intensive spray mask for all hair types with moringa extract and soy protein with nourishing and protective properties. **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Extreme shine **8.** Gives hair body and volume **9.** Improves the effects of straighteners and/or curling wands **10.** Protects and maintains colour **11.** Protects against UV rays **12.** Smoothens the cuticle. **Use:** spray onto damp or dry hair. Distribute and then style as desired.



moisture plus

Maximum hydration that makes hair feel fuller, more resistant and shiny, day after day.



moisture plus shampoo moisturizing shampoo for dry hair

A delicate shampoo that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action, as well as protecting hair colour. Paraben and sles free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake® moisture plus conditioner**.



moisture plus conditioner moisturizing conditioner for dry hair

Gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action as well as protecting hair colour. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse. Proceed **milk_shake® moisture plus whipped cream** for more intense conditioning.



moisture plus whipped cream no rinse moisturizing foam for dry hair

Ideal to give softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair soft, shiny and healthy. It contains organic papaya extract, **Integrity 41°** and hyaluronic acid with a plumping action as well as protecting hair colour. Paraben free. **Use:** shake well, point downwards and dispense product. Apply to clean, damp hair, then proceed with styling.



moisture plus lotion hydrating lotion for dry hair

A concentrated lotion that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair visibly healthy, soft and shiny. Contains organic papaya extract, **Integrity 41°** and hyaluronic acid for colour protection and with a plumping action. Paraben free. **Use:** distribute the entire contents of the tube evenly over clean, damp hair, particularly over lengths and ends. Leave in for 3-5 minutes. Rinse and proceed with the desired styling.

integrity

Restores the hair's natural components, for restructured and strengthened hair.



nourishing shampoo nourishing shampoo for all hair types

Its formula with organic muru muru butter cleanses gently, nourishing and conditioning the hair instantly, removing frizz, leaving hair soft and radiant. Sulfate & paraben free. **Use:** apply evenly to wet hair, lather, then rinse. Repeat if necessary.



nourishing conditioner deep nourishing conditioner

Specifically formulated to condition and nourish all hair types. With organic muru muru butter to condition and nourish the hair. Paraben free. **Use:** apply evenly to clean, damp hair. Comb through and leave in for 2-3 minutes. Rinse well.



intensive treatment deep nourishing treatment for all hair types

A specific formula with organic muru muru butter for all hair types that nourishes deeply and removes frizz, leaving hair conditioned, manageable and extremely soft and radiant. Paraben free. **Use:** distribute over clean, damp hair, massage through. Leave in for 3 to 5 minutes, comb through, then rinse.



nourishing muru muru butter nourishing butter for hair

A unique nourishing blend for a deep treatment. Leaves hair soft, nourished and lustrous immediately after the first application. Paraben free. **Use:** 1) very damaged hair: distribute over dry lengths and ends before cleansing, massage through and leave in for 3 to 5 minutes. Cleanse with **milk_shake® integrity nourishing shampoo** and continue with **integrity nourishing conditioner**. 2) dry hair: mix the **integrity nourishing muru muru butter** with the **integrity intensive treatment**, distribute over hair after cleansing, massage through and leave in for 3 to 5 minutes. Comb through, then rinse.



integrity

Restores the hair's natural components,
for restructured and strengthened hair.



repairing hair

concentrated repairing protein treatment

Concentrated repairing protein treatment with amino acids to restructure and strengthen damaged and chemically treated hair, leaving it soft and shiny. With organic muru muru butter to condition and nourish the hair. **Use:** distribute the entire vial over clean damp hair, massage, leave in 5-10 minutes then rinse.



incredible oil

repairing and protective oil for damaged hair or split ends

A film-forming leave-in treatment formulated to protect hair from heated styling tools and other stress factors that weaken the hair. It gives nourishment, detangles and helps seal the cuticle to counteract and prevent split ends, leaving hair incredibly shiny, manageable and weightless. **Use:** spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse. Proceed with blow dry and styling.

integrity reconstruction system

The in-salon service that rebuilds the hair's essential components
to restore the hair's beauty.



rebuilder / step a

intensive reconstruction treatment for damaged hair

A treatment containing naturally-sourced keratin, proteins and amino acids that penetrate into the hair fibre, restoring the hair's natural components. This treatment, when applied under a heat source, deeply nourishes damaged hair without weighing it down. For professional use only. **Use:** wash beforehand with **milk_shake** deep cleansing shampoo, divide the hair into four sections and apply **integrity reconstructor** evenly. Massage with fingertips and move on to step b with **fibre sealant**.



fibre sealant / step b

nourishing sealing treatment for damaged hair

Its specific formula seals and compacts the cuticle with a film-forming action, leaving hair regenerated and shiny. Contains naturally-sourced proteins and amino acids that restore that hair's natural components. For professional use only. **Use:** apply to hair after **milk_shake** integrity reconstructor and massage on the most damaged areas. Distribute evenly with a comb and leave on for 10 minutes under a heat source. Rinse thoroughly and apply **integrity leave-in**.



leave-in

treatment spray for damaged hair

A leave in treatment containing naturally-sourced keratin, proteins and amino acids with hyaluronic acid that has a deep hydrating action. Gives strength and consistency to the hair without weighing it down and improves manageability. **Use:** spray the product from roots to ends, insisting on the most damaged lengths. Proceed with styling.

silver shine

A violet pigmented range that neutralizes yellow tones in lightened or natural blonde hair. Intended for use on levels 8+.



silver shine shampoo specific shampoo for blond or grey hair

A delicate cleanser, it contains a specific violet pigment capable of counteracting yellow tones in natural or lightened blond hair, or grey or white hair. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. Sles free. **Use:** distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results, leave in for a few minutes.



silver shine light shampoo specific shampoo for blond or grey hair

a delicate cleanser formulated with 50% less violet pigments than our original formula. Counteracts unwanted yellow tones in lightened or natural blond, white and grey hair. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. Sles free. **Use:** distribute evenly over damp hair, lather and rinse. Repeat if necessary.



silver shine conditioner specific conditioner for blond or grey hair

Formulated with a specific pigment that neutralizes unwanted yellow tones that are common in white, grey, blond or lightened hair. Leaves hair conditioned, soft and full of vitality. Contains milk proteins, organic fruit extracts and **Integrity 41*** to condition the hair whilst maintaining the hair's moisture balance and protecting hair colour. Paraben free. **Use:** apply after cleansing to clean, damp hair, leave in for a few minutes, then rinse.



silver shine whipped cream creamy conditioning foam for blond or grey hair

Formulated with milk proteins, organic mixed berry extracts and **Integrity 41*** to condition the hair whilst maintaining its moisture balance and preserving hair colour, enriched with a special violet pigment that neutralizes yellow tones common in white, grey, blond or lightened hair. Gives manageability and leaves hair shiny, soft and healthy. **Use:** shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.



silver shine toning spray specific toning spray for blond or grey hair

A leave-in spray with a specific violet pigment that neutralizes unwanted, yellow tones in hair. It strengthens and hydrates hair, giving it a healthy appearance as well as detangling and improving manageability. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx 30 cm from hair.



icy blond

A black pigmented range that counteracts unwanted golden tones in blond hair while depositing cool, ash tones. Intended for use on levels 9+.



icy blond shampoo specific shampoo for blond hair

Cleanses hair with a black pigment that counteracts golden tones in lightened or natural blond hair, while depositing ash tones. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The **milk_shake icy blond** products contain pigments which can give a very intense result on porous hair; once the desired result has been reached, alternate with a different shampoo to maintain the results. Proceed with **icy blond conditioner**.



icy blond conditioner specific conditioner for blond hair

Formulated with black pigment that counteracts golden tones while depositing cool, ash tones. Increases softness, while milk proteins restructure the hair deeply. Gives hair a healthy, vibrant appearance. **Use:** after cleansing, apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The **milk_shake icy blond** products contain pigments which can give a very intense result, especially on porous hair; once the desired result has been reached, alternate with a different conditioner to maintain the results.



icy blond toning spray specific toning spray for blond hair

A no-rinse spray formulated with a black pigment that counteracts golden tones in lightened or natural blond hair while depositing cool, ash tones. Gives hair a healthy appearance while detangling and improving manageability. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx. 30 cm from hair.

cold brunette

A blue pigmented range that neutralizes warm red & orange tones in dark blond to brown hair. Intended for use on levels 6+.



cold brunette shampoo specific shampoo for brown hair

Cleanses hair gently with a special blue pigment developed to remove warm tones – red/orange – from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. Proceed with **milk_shake cold brunette conditioner**.



cold brunette conditioner specific conditioner for brown hair

Formulated with a special blue pigment, it gives hair softness and removes warm tones – red/orange – from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** after cleansing, apply to damp hair and leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more.



cold brunette toning spray specific toning spray for brown hair

Formulated with a special blue pigment that counteracts warm, brassy, red/orange tones in brown hair. It strengthens and hydrates hair, giving the hair a healthy appearance. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx. 30 cm from hair.



pink lemonade

Deposits delicate pink tones on blond or lightened hair. Perfect for a pop of color that doesn't modify the hair's natural base colour. Lasts 2-3 washes.



pink lemonade shampoo gentle shampoo for blond or lightened hair

Contains pigments that give hair a touch of pink. Milk proteins give hair strength and nourishment and pink grapefruit has a conditioning and invigorating effect. **Use:** apply evenly to damp hair. Lather, then rinse. Repeat if necessary. For best results, leave on for 2 to 5 minutes. Follow with **milk_shake pink lemonade conditioning cream**.



pink lemonade conditioner conditioning cream for blond or lightened hair

Formulated with pink pigments, it softens hair while adding pink tones. Colour intensity may vary depending on how long it is left on for and how often it is applied. Milk proteins give hair strength and nourishment and pink grapefruit has a conditioning and invigorating effect. **Use:** after washing hair, apply evenly to damp hair or to select strands to create fashion effects. Leave on for 5 to 20 minutes depending on the desired intensity, then rinse thoroughly.

curl passion

A complete range of care & styling products designed specifically to meet the needs of curly hair.



curl passion shampoo shampoo for curly hair

Cleanses and conditions all hair types gently and deeply, giving softness and manageability. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben & sulphate free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake curl passion conditioner**.



curl passion conditioner conditioner for curly hair

Ideal for all hair types to give softness and manageability without weighing the hair down. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse. Proceed **milk_shake curl passion leave-in**.



curl passion mask mask for curly hair

Nourishes and hydrates, fighting frizz and improving the appearance of curly hair. Babassu oil softens and tames curls while pracaxi oil detangles, leaving hair soft and shiny. **Use:** apply to washed and towel-dried hair and comb through. Leave on for 5-10 minutes and then rinse.



curl passion leave-in leave in spray for curly hair

A treatment spray, ideal to give softness and manageability to curly hair. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41°** and quinoa proteins. Paraben free. **Use:** distribute evenly over clean, damp hair and proceed with styling.



curl passion

A complete range of care & styling products designed specifically to meet the needs of curly hair.



curl passion primer

HOLD ■■■■ VOL ■■■■ SHINE ■■■■ DEF ■■■■

perfect curl primer

Ideal for preparing curls for styling or maintaining natural curly looks. Pracaxi oil detangles and hydrates curls while sealing the cuticles. Achieving lasting curls has never been easier. Leaves hair soft and radiant. Can also be used the day after styling to maintain the shape of curls. Perfect for drying with a brush or diffuser. **Use:** as a *primer*, spray onto washed and towel-dried hair. As a *retouch* product, spray onto dry hair from a distance of about 20 cm.



curl passion shaper

HOLD ■■■■ VOL ■■■■ SHINE ■■■■ DEF ■■■■

styling fluid for curly hair

Perfect for creating separate, defined curls. It enhances the natural shape of curls and guarantees and perfects softer waves. The special formula eliminates frizz and protects colour, leaving hair radiant. **Use:** apply to towel-dried hair and style as desired.



curl passion perfectionist

HOLD ■■■■ VOL ■■■■ SHINE ■■■■ DEF ■■■■

styling cream for curly hair.

Styles and tames curly hair while giving definition. Banishes frizz, for soft, shiny, defined curls. Contains quinoa proteins, **Integrity 41**®, fruit extracts and milk proteins. **Use:** apply to towel-dried hair and style as desired.



curl passion defining gel

HOLD ■■■■ VOL ■■■■ SHINE ■■■■ DEF ■■■■

ultra-definition gel

Delivers flexible hold for defined, radiant curls with natural movement. Protects hair against humidity and smoothes and seals the cuticles while banishing frizz, for supple, defined curls. Perfect for diffuser drying. **Use:** apply to washed and towel-dried hair, use hands to distribute and then style.



curl passion enhancing fluid

HOLD ■■■■ VOL ■■■■ SHINE ■■■■ DEF ■■■■

enhancing gel-cream for curly hair

Babassu oil gives curls and waves new definition while nourishing and restructuring hair. The ultra-light formula doesn't weigh hair down and guarantees shine and definition. Perfect for blowdrying with a brush or diffuser. **Use:** apply to washed and towel-dried hair. Use hands to distribute and then style.



volume solution

Formulated to support hair that lacks body & volume. These products give increased volume and enhanced texture from the very first application.



volumizing shampoo volumizing shampoo for all hair types

A shampoo developed to give volume and body without weighing the hair down. Cleanses gently with its specific formula containing precious sugar derivatives that transform the hair, giving it body. Paraben & sles free. **Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake** volumizing conditioner.



volumizing conditioner volumizing conditioner for all hair types

With a deep action, it gives softness and body without weighing the hair down. Containing precious sugar derivatives, it transforms and gives volume to all hair types, with a deep reviving action. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse.



volumizing styling spray volumizing styling spray for hair

Specifically formulated to give structure and shine to give hair a healthy appearance. Precious sugar derivatives give volume and support without weighing the hair down. It guarantees elasticity and weightlessness, for a long-lasting style. **Use:** spray onto roots and lengths and proceed with styling.

scalp care

Products designed to improve and restore scalp health for healthy, beautiful hair.



energizing blend shampoo hair thickening shampoo

Energizing shampoo for fine, thinning and fragile hair. Cleanses deeply but gently, respecting the scalp and hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, ingredients of natural origin and a mix of 11 essential oils. SIs/sles & paraben free. **Use:** apply to damp scalp and hair, gently massage applying a slight pressure with fingertips in a circular motion to enhance the microcirculation of the scalp. Rinse and proceed with **milk_shake** energizing blend conditioner.



energizing blend conditioner hair thickening conditioner

Conditioner for fine, thinning and fragile hair. Hydrates, detangles and gives softness without weighing the hair down. Contains organic rosemary and organic sage extracts, Fioravanti balm, ingredients of natural origin and a mix of 11 essential oils. Paraben free. **Use:** apply to clean, damp hair, gently massage and leave in for a few minutes, then rinse.



energizing blend scalp treatment hair thickening scalp treatment

An energizing and fortifying lotion to restore fullness, thickness and luster to fine, thinning and fragile hair. Contains organic rosemary and organic sage extracts and Fioravanti balm. It cleanses and invigorates the scalp, improving microcirculation. It strengthens hair and prevents thinning. Paraben free. **Use:** apply to the scalp and massage gently for a few minutes using circular movements and a light pressure from the fingertips to improve the microcirculation of the scalp and create the optimal conditions for new hair growth. Do not rinse and proceed with styling. Apply the treatment twice a week for best results.



scalp care

Products designed to improve and restore scalp health for healthy, beautiful hair.



normalizing blend shampoo shampoo for normal or greasy scalp and hair

A shampoo with significant benefits for scalp and hair. Its delicate formula contains selected active ingredients, including essential oils and a balanced blend of non-aggressive surfactants. It cleanses deeply yet gently, removing sebum and oily residues typical of scalp and hair that tend to get greasy quickly. **Use:** distribute evenly on damp hair, massage and rinse. Repeat if necessary.



deep detox shampoo detoxifying shampoo for scalp and hair

Has a targeted detox action, removing 55.5%* of copper and 63.3%* of lead from the hair, helping to keep colour looking radiant and preventing breakage. Cleanses hair & scalp deeply, removing 100%** of product residue and 94%*** of excess sebum from the scalp without altering its natural hydrolipidic film. Camellia sinensis extract has an antioxidant and soothing action. **Use:** distribute evenly over damp hair and lather, leave on for a few minutes, then rinse.



purifying blend shampoo intensive purifying shampoo for scalp and hair

Cleanses deeply yet gently, freeing the scalp from impurities, flaky scalps, sebum, sweat and styling product residue. Selected plant-based ingredients contribute to protecting scalp and hair from pollution, for a healthy, shiny result. Ideal for anyone who has flakiness and wants to remove impurities and grease from their scalp and hair. SIs/sles and paraben free. **Use:** distribute evenly over damp hair and lather, leave in for a few minutes, then rinse.

*test on strands of human hair – analysis of copper/lead content after washing.
**test on strands of human hair – measurement of the diameter of the hair after washing.
***test on 20 individuals – self-assessment/measurement of sebum content after a single application.

natural care

Treatments inspired by nature for radiant, vibrant hair, every day.



active yogurt mask conditioning yogurt mask for untreated or colour-treated hair

A rich mask that contains yogurt amino acids, rice and avocado oils, hydrating agents, vitamin E and **Integrity 41***, the mask nourishes and conditions untreated or colour-treated hair. **Use:** apply to clean, damp hair. Leave in for 3-5 minutes, comb through, then rinse.



no frizz

Pre-stylers and finishing products designed to increase softness and shine while eliminating frizz.



glistening milk moisture & shine milk for frizzy hair

Helps remove frizz during styling and protects the hair fibre from styling tools while blow drying. Makes hair supple and manageable and helps to maintain optimal hair hydration. Contains date palm extract and crambe oil for exceptional conditioning. Maintains hair colour. Leaves hair soft and shiny. **Use:** apply by massaging onto clean, damp hair. Do not rinse, comb, and style. Improves the appearance of hair and curl definition when used after styling.



glistening serum drops of shine for frizzy hair

Helps remove frizz during and after styling, provides heat protection and allows styling tools to glide through the hair with ease. Smoothens the hair cuticle for an exceptionally glossy look. Contains date palm extract and crambe oil for soft, manageable hair. Leaves hair soft, vibrant and shiny. **Use:** apply a few drops onto palms of hands and distribute through hair, before or after styling.



glistening spray polishing spray for frizzy hair

Leaves hair glossy, eliminates static and makes dry hair more manageable. Contains date palm extract and crambe oil for soft, manageable hair and helps maintain optimal hydration. Leaves hair soft, vibrant and shiny. **Use:** lightly spray at a distance of 20-30 cm after styling.



glistening argan oil argan treatment oil for all hair types

Thanks to its unique organic argan formula, it instantly conditions and nourishes hair leaving it soft, vibrant, with added volume and exceptional shine. **Use:** massage a few drops onto palms of hands and distribute through hair, before or after styling.



sun&more

A complete range of products for hair and skin designed to protect and soothe from sun exposure.



all over shampoo hair & body moisturizing shampoo

A 'two-in-one' cleansing and soothing formula for hair and body, ideal after swimming in the sea or pool, or year-round to leave skin soft and protect hair from the lightening and dehydrating effects of the sun. Enriched with muru muru butter, quinoa proteins, hibiscus oil, passion fruit oil, organic argan oil, vitamin E, UV filter. Sls/sles & paraben free. **Use:** distribute over damp hair and body, lather and rinse. Repeat if necessary. For best results, follow with the **milk_shake** SUN&MORE beauty mask to optimize the replenishing effects on the hair.



beauty mask intensive nourishing hair mask

Intensive nourishing and conditioning mask for hair to be used after shampooing to soothe the damaging effects of the sun, salt, wind and chlorine. Its deep action leaves hair soft, radiant and manageable. Contains muru muru butter, quinoa proteins, hibiscus oil, passion fruit oil, organic argan oil, sweet almond oil, rice oil, vitamin E, UV filters. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2-3 minutes and rinse.



incredible milk leave in treatment for all hair types

A spray mask with 12 cosmetic benefits, to give all the necessary elements to protect hair during the summer. No rinse formula. **1.** repairs all hair types **2.** tames frizz **3.** prevents split ends **4.** protects from heat **5.** gives manageability **6.** detangles **7.** gives incredible shine **8.** gives body and volume **9.** enhances use of flat or curling irons **10.** protects and maintains colour **11.** protects from UV rays **12.** smoothens the cuticle. Contains muru muru butter, quinoa proteins, milk proteins, vitamin E, UV filters, and blackberry, mango, papaya and raspberry extracts. **Use:** apply to damp hair, distribute and style.



bi-phase leave-in conditioner ultra-light bi-phase protector

A leave-in conditioning spray that protects hair exposed to sun, salt and chlorine. Muru muru butter creates a protective barrier over the hair, helping to keep it soft and elastic, whilst hibiscus oil helps to detangle the hair and prevent split ends. **Use:** shake before use. Spray the product onto wet hair and comb through. Do not rinse out. **PARABEN FREE.**



crackling mousse refreshing crackling effect after sun foam

A crackling foam with aloe vera and liquorice extract that hydrates and refreshes the skin after sun exposure. The "crackling" technology refreshes the skin as well as facilitating the quick absorption of the active ingredients. **Use:** shake well before use. Spray onto the palm of the hand and apply to skin, massaging into the skin until absorbed.



k-respect

A versatile anti-frizz treatment that delivers smooth, frizz-free results while respecting hair's natural texture.



preparing shampoo

purifying shampoo for all hair types

Cleanses deeply, maintaining the hydration balance of the hair. Its alkaline pH helps to open the cuticles to prepare the hair for the straightening treatment. For professional use only. **Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary.



smoothing treatment

smoothing anti-frizz treatment for hair

A professional treatment for all hair types to remove frizz and create a long-lasting straightening action on the hair. Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action. For professional use only. **Use:** consult the product instructions.



smoothing shampoo

anti-frizz shampoo for hair

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41*** for hair colour protection. Paraben/sls free. **Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with **milk_shake k-respect smoothing conditioner**.



smoothing conditioner

anti-frizz conditioner for hair

The ideal conditioner to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41*** for hair colour protection. Paraben free. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.

insta.light

A unique in-salon hair lamination service combined with at-home care for ultra shiny, super soft, glass-like hair.



insta.light shampoo

strengthening shampoo with a filler effect for all hair types

With a gentle cleansing action, it gives hair manageability, leaving it soft and shiny. With milk proteins, hyaluronic acid and lemon and blueberry extracts, it has a filler effect on the hair with an instant reviving action. Ideal as a first step within the **milk_shake insta.light** service. For professional use only. **Use:** Distribute evenly over damp hair and lather, then rinse. Repeat the cleansing process and rinse well. Follow with **milk_shake insta.lotion**.



insta.lotion

liquid mask for instant glossy, silky hair

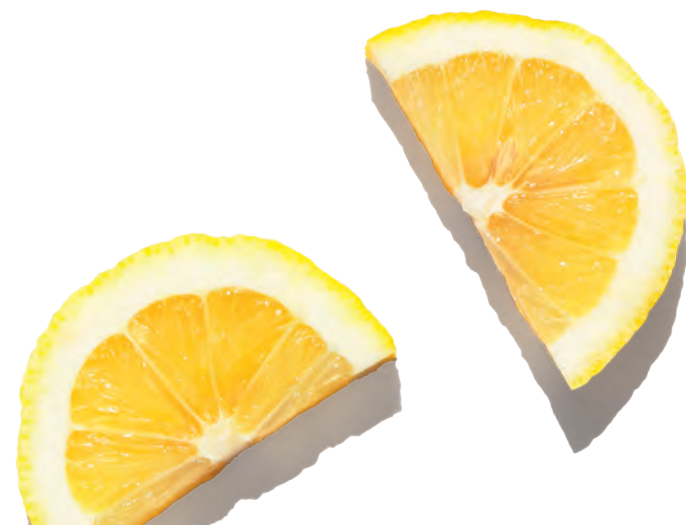
A treatment with milk proteins, hyaluronic acid, lemon and blueberry extracts. In just a few seconds it detangles and hydrates the hair, giving instant shine and removing frizz. Its liquid texture is as light as water and easy to apply, smoothing the hair's porosity and closing the hair cuticles, giving mirror-like shine! Ideal for colour-treated, chemically-treated or dry hair. **Use:** apply to damp hair after cleansing, concentrating on lengths and ends and twisting the hair around the fingers to help the product penetrate deeper. Leave in for a few seconds and rinse out.



insta.light potion

extra shine effect leave in treatment

Its formula is enriched with milk proteins making hair incredibly silky soft. Its sealing action seals the hair cuticles making the hair shiny with an instant mirror-like effect! Its gel-like texture is easy to apply. For professional use only. **Use:** apply to clean, damp hair, concentrating on lengths and ends. Comb through to distribute evenly and proceed with styling. No rinse formula.



lifestyling

A complete styling range with a diverse array of products. Create the style of your dreams with no limitation.



amazing

HOLD □□□□ VOL ■■■□ SHINE ■■■■

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.

Use: spray generously and evenly over clean, damp hair. Comb and proceed with the desired style. It last 2 washes.



amazing curls & waves

HOLD ■□□□ VOL ■■■□ SHINE ■■■■

ultra-lightweight spray for wavy styles and curly hair

Defined and frizz-free curls and waves. It gives a natural, voluminous and weightless finish, without leaving heavy residue on the hair. The special polymers in the formula have a film-forming action that protects hair colour. It eliminates frizz and protects hair from humidity. Its memory effect enhances the hairstyle, making it last longer. Ideal for wavy styles using straighteners or tongs.

Use: apply generously to clean, damp hair and proceed with styling. If applying to dry hair, spray over the hair and shape with the hands.



liquid styler

HOLD ■■□□ VOL ■■□□ SHINE ■■□□

styling and defining fluid

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



design wax

HOLD ■□□□ VOL ■□□□ SHINE ■■■■

defining wax

A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair. With organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, it leaves hair defined and shiny. **Use:** apply to dry hair and style.



freehand paste

HOLD ■□□□ VOL ■■□□ SHINE ■■□□

molding paste with flexible control

A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair. **Use:** apply to damp or dry hair and style.



fixing paste

HOLD ■■■□ VOL ■■□□ SHINE ■□□□

strong hold paste for hair

Gives texture and structure to the style with strong, flexible hold. Its texture makes it easy to apply and workable. **Use:** Take a small quantity of product and work it between the palms of the hands. Distribute over damp or dry hair, then shape as desired.



texturizing cream

HOLD ■■□□ VOL ■■□□ SHINE ■□□□

bodifying molding cream

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. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter to protect hair. **Use:** apply to dry hair and style.



texturizing spritz

HOLD ■□□□ VOL ■■□□ SHINE □□□□

bodifying spray for hair

Bodifying formula with a matte finish that gives hold and creates "beach-effect" voluminous waves with shape control on all hair lengths. Contains fruit extracts, quinoa and milk proteins, **Integrity 41**® and a UV filter, to protect the hair from fading and dehydration. **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.



thermo-protector

HOLD □□□□ VOL □□□□ SHINE ■■■□

heat protection for hair

An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. The formula should be sprayed at 20-30 cm from clean, damp hair, from root to tip, creating an invisible film over the hair that prevents split ends, breakage and damage, as well as reducing drying time. Contains quinoa, silk and milk proteins for heat protection and hair colour protection. **Use:** spray at approx. 20-30 cm onto clean, damp hair, from roots to ends. Proceed with blow-drying.



styling potion

HOLD ■□□□ VOL ■□□□ SHINE ■■■□

conditioning and styling cream

Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothen the cuticle of the hair, giving natural body. It contains fruit extracts, quinoa and milk proteins, **Integrity 41*** and a UV filter, to protect the hair. **Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



powder pop

HOLD ■■■□ VOL ■■■■ SHINE □□□□

volumizing powder for hair

A weightless and light styling powder that is ideal to give volume with a matte finish. **Use:** distribute a small quantity of product to the roots of dry hair or to the hands, and proceed with styling.



blow-dry primer

HOLD ■□□□ VOL ■■■□ SHINE ■■■□

pre-styling lotion for hair

Ideal to give hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading. **Use:** dose the necessary quantity and apply to clean, damp hair. Proceed with the desired style.



medium hold gel

HOLD ■□□□ VOL ■□□□ SHINE ■■■□

medium hold styling gel

Gives hold to any hair style to create defined styles with a memory effect, giving incredible shine. Gives structure to fine hair and gives body and definition to curls with an anti-frizz effect. Quick to dry, it doesn't leave any residue on the hair. **Use:** work a small quantity through the fingers and apply to damp or dry hair.



dry shampoo

HOLD □□□□ VOL ■■■□ SHINE ■□□□

instant dry shampoo

Ultra-fine mist formula with instant results. Gives the scalp a pleasant sensation of freshness and cleanliness without needing water, leaving hair light and without any product residue. Leaves hair looking cleaner for longer. With hemp seed oil, with nourishing properties for scalp and hair. **Use:** shake before use, spray onto roots, wait for few moments, then style using your hands or a brush.



smoothing cream

HOLD ■□□□ VOL ■□□□ SHINE ■■■□

soft hold smoothing cream

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. It contains silk proteins, quinoa proteins and a UV filter that protects from UV rays. **Use:** dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.



braid products

Created to support a flawless finish to any braided style.



braid grease

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid defining wax

Gives a touch of shine and is ideal to create perfect separations, braids and knots. **Use:** apply to dry hair and style.



braid lotion

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid defining lotion

A light and flexible lotion for the hair that is perfect for creating braids and knots. **Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.



braid cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

braid styling cream

A light and flexible cream, ideal for creating braids and knots. **Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.

instant colour

At-home color support products designed for easy use.



colour whipped cream

no rinse coloured conditioning creamy foam

Formulated to condition and give an immediate and even colour tone to the hair. Contains milk proteins that condition and restructure the hair, special emollients that give long-lasting hydration, and the exclusive ingredient **Integrity 41®** that improves colour stability. The colour tone is easily removed via cleansing. **Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.




sos roots

instant hair touch up spray for roots

Covers grey hair regrowth perfectly until the next shampoo. Dries quickly. Ammonia-free. **Use:** shake well before use, dose onto the provided comb and apply to the regrowth area that requires coverage. Alternatively, direct the nozzle at approx. 10 cm (4 in.) from the hair and spray lightly. Always apply to clean, dry hair.







milk_shake[®] is a range
of professional hair care products
that believes in **simple, joyful,
spontaneous beauty.**

Our secret? Ingredients of natural origin like milk proteins
and fruit extracts that take care of every hair type.

milk shake[®]
RE-NATURAL
your natural colour reborn

RE-NATURAL
is the colour philosophy that guarantees:

- / VIBRANT and SHINY hair
- / SPONTANEOUS and NATURAL beauty
- / TIME-SAVING in the salon

This is obtained through:

- / High quality products with natural ingredients
that give hair nourishment.
- / Innovative techniques that guarantee customised
and natural-looking results.
- / Tools that have been created to make
application quick and easy.

light catcher spotlight

A complete range of innovative lightening products to create touches of light with natural-looking and sophisticated results



creative

The purity and strength of permanent colour. High quality pigments with excellent results



9 minutes

Permanent colour in just 9 minutes



smoothies

Semi-permanent high performing colour



the gloss

Demi-permanent acidic pH colour



direct colour

Dynamic and versatile direct colour with excellent results



colour specifics

Specific products to enhance and complete colour services



special

The targeted solution to deeply cleanse hair



lighteners

Lightening products with next generation formulas that deliver powerful results while protecting hair health.



light catcher spotlight lift & balance super highlifter cream with grey coverage

Gives 4-5 levels of lift to natural bases and gives perfect grey coverage, with an even and natural-looking result. **lift & balance** should be used on up to 30%-70% greys. Ideal for natural base levels 6 (dark blond) or lighter. **Mix:** prepare the colour mixture just before applying. For professional use only. **Specific developer:** **milk_shake® light catcher soft light oxidizing emulsion**. **Use:** consult the product instructions.



light catcher spotlight light layers super high lift colour cream for natural and colour-treated hair

Gives up to 4-5 levels of lift to lengths and ends when applied to untreated hair and up to 2-3 levels of lift on previously colour-treated hair. **light layers** is recommended for natural or colour-treated base levels 6 to 9. It gives lift with natural-looking colour tones. For maximum lift, foils or other support are recommended. For professional use only. **Specific developer:** **milk_shake® light catcher soft light oxidizing emulsion**. **Use:** consult the product instructions.



light catcher spotlight level 9 / up to 9 levels of lift extra-high-lift powder for hair

A lightening product suitable for all lightening techniques, both using support or freehand. A non-drip versatile blend that is easy to apply. The formula has a high lifter action to create intense, perfect, radiant blonds. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol**. **Use:** consult the product instructions.



light catcher spotlight level 8 / up to 8 levels of lift conditioning lightening powder

A lightening formula suitable for all lightening techniques using support. The pliable, elastic blend makes it easy to apply and adheres perfectly to the hair during processing. The non-volatile formula maintains its moisture during application. Non-drip, no-swell formula. Milk proteins mixed with avocado oil guarantee protection and conditioning for the hair. Enriched with blueberry extract with a nourishing action. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol**. **Use:** consult the product instructions.



light catcher spotlight level 7 / up to 7 levels of lift freehand lightener for hair

A lightening formula suitable for all freehand techniques, it adheres to the hair perfectly, making partial lightening techniques a breeze, with maximum precision and control without needing support. The moisture-retaining formula provides long-lasting lift whilst being very easy to apply. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol**. **Use:** consult the product instructions.



light catcher spotlight black black lightening cream for hair for lift with cool tones

Thanks to its innovative technology, it allows you to reach up to 7 levels of lightening while removing warm tones. A creamy black lightener with a dual action: the charcoal and the dark pigments inhibit the warm melanin present in the hair, giving natural, neutral or grey tones, while the fruit sugar complex repairs and protects the hair during processing. Suitable for all lightening techniques, it does non-drip and no swell formula. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol**. **Use:** consult the product instructions.



light catcher spotlight clear lights delicate lightening cream for roots, lengths and ends

Ammonia-free lightening cream, for gentle lift up to 5-6 levels, even on regrowth. It is suitable for all lightening techniques discoloration and colour remover techniques, with an even result. Ideal for application on roots and lengths. For professional use only. **Specific developers:** **milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol**. **Use:** consult the product instructions.



light catcher spotlight fast toning conditioning direct hair colour

Gentle instant glaze for use in blonde or lightened hair colour services. With high quality pigments, no ammonia, and no developer, it respects the hair's natural structure. **Use:** apply evenly to washed and towel-dried hair or to select strands, depending on the fashion effect to be achieved. Processing time 5 to 20 minutes. Emulsify with a little water, then rinse. If necessary, apply the most suitable **milk_shake® conditioning cream** for the hair type.

colour

Delicate colours with conditioning cosmetic bases and active ingredients that protect the hair, conditioning the hair and protecting scalp and hair during the professional service.

creative

conditioning permanent colour



Highly creative permanent hair colouring that guarantees radiant colour, perfect grey coverage, is incredibly long-lasting and has unlimited combinations for a plethora of results. The conditioning and protective cosmetic base combined with high quality and pure colouring molecules have unparalleled results on the hair. Contains milk proteins, an amino acid complex, sunflower oil, organic honey and blueberry extracts, a protective UV filter, conditioning agents and selected hydrating ingredients. For professional use only. **Specific developers: milk_shake oxidizing emulsion 5 / 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.

9 minutes

quick conditioning permanent hair colour



Conditioning permanent hair colouring cream that works in just 9 minutes. A quick, delicate and conditioning hair colour that gives incredible shine and vibrant colour. Guarantees maximum grey coverage with a long-lasting result. Contains hyper-fermented daisy extract: an innovative active ingredient which is a worldwide exclusive and rich in proteins, amino acids, and vitamins. The conditioning base is also enriched with an amino acid complex, sunflower oil and blueberry extract. Sles/sls free. For professional use only. **Specific developers: milk_shake oxidizing emulsion 10 / 20 / 30 / 40 vol. Use:** consult the product instructions.

smoothies

conditioning semi_permanent colour



Gentle ammonia-free, semi-permanent colour cream for tone-on-tone colouring and conditioning of the hair. There are two sides to the **milk_shake smoothies** colour range: a vibrant and radiant colour, typical of a permanent hair colour, and the delicate action on scalp and hair of a direct colour. It contains milk proteins, organic honey, **Integrity 41***, amino acid complex, sunflower oil and papaya, strawberry, blueberry and cocoa extracts. Perfect for those people who want colour that's easy to maintain and who want to hide the first appearance of greys. Depending on selected emulsion achieve 50% to 75% grey coverage. For professional use only. **Specific developers: milk_shake light activating emulsion, activating emulsion and intensive activating emulsion. Use:** consult the product instructions.

the gloss colour

acidic pH demi colouring treatment for hair



Acidic pH demi colouring treatment for hair. The acidic pH of the **milk_shake the gloss colour** formula colours, tones and corrects hair colour whilst maintaining the hair's structure. Its action has a conditioning effect on the hair, leaving it extremely shiny. It masks greys maximum 50%. Contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, sunflower seed oil. For professional use only. **Specific developer: milk_shake acidic colour activator. Use:** consult the product instructions.

direct colour

conditioning direct colour



Gentle and versatile cosmetic colour for simple hair colouring services with excellent results. The conditioning base is enriched with milk proteins, shea butter, argan oil and the exclusive ingredient **Integrity 41*** and selected humectant and conditioning agents. Completely ammonia-free, it does not require the use of oxidising agents. Lasts up to 8-10 washes. Ammonia free. Does not require the use of oxidants. **Use:** distribute over clean, damp hair. Process for 5 to 20 minutes. Lather with a little water then rinse. When using intense shades apply a delicate shampoo.



colour emulsions

Powerful, cream-based emulsions designed to be used alongside **milk_shake**® colour families.



oxidizing emulsion 5 / 10 / 20 / 30 / 40 vol. cream activator

Oxidizing emulsion formulated for colouring and lightening services in combination with **milk_shake**® technical products. It contains the exclusive ingredient **Integrity 41**®, which helps protect hair colour, milk proteins, honey and fruit extracts. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



acidic colour activator 6 vol. colour activator

Formulated to act in synergy with **milk_shake**® **the gloss** colour ammonia-free acidic pH demi colouring treatment hair. It contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, **Integrity 41**®. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



light activating emulsion 3.5 vol. light specific revealer

Formulated to act in synergy with **milk_shake**® **smoothies** conditioning semi-permanent colour. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. It contains milk proteins, honey, and fruit extracts, as well as the exclusive ingredient **Integrity 41**® which helps to protect hair colour and maintain it for longer. Ideal for maximum colour deposit. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



light catcher soft light cream developer

An oxidising emulsion formulated to give 4-5 levels of lift to natural bases as well as giving grey coverage when combined with **milk_shake**® **lift & balance**; gives lift to natural or colour-treated hair when combined with light layers. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



activating emulsion 8 vol. specific developer

An emulsion formulated to act in synergy with **milk_shake**® **smoothies** conditioning semi-permanent colour. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient **Integrity 41**® for better and longer-lasting colour. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



intensive activating emulsion 18 vol. specific intense developer

An emulsion formulated to act in synergy with **milk_shake**® **smoothies** conditioning semi-permanent colour, developing the pigments and expressing the maximum intensity of colour, for more intense grey coverage (up to 75%) for more intense tones. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient **Integrity 41**® for better and longer-lasting colour. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.

colour specifics

Specific treatments to enhance and complete colouring services.

powerful protector

pre-colour equalizer



Protects the skin from irritation and redness during technical treatments, prevents the skin from staining without affecting the action of the colour on the hair. Contains milk proteins that have a restorative effect on the skin, glycerine, that restores moisture and help maintain skin hydration, aloe vera juice, that has a calming, anti-redness and soothing action, avocado oil, an emollient that keeps the skin soft and supple, and camomile extract with a calming, soothing and emollient action. For professional use only. **Use:** apply evenly onto skin before the technical treatment.

pro colour equalizer

pre-colour equalizer



Gives balance and strengthens the hair structure before the colour treatment and guarantees even colour distribution. Contains innovative cosmetic technology that strengthens and conditions the hair, giving body and preparing the hair for the technical service. It is enriched with milk proteins and wheat protein, panthenol, humectant and conditioning agents, which hydrate and protect the hair, making it soft, shiny and manageable. It also contains **Biogenius Technology**, for restructured hair and intense, radiant, long-lasting colour. For professional use only. For professional use only. **Use:** spray liberally onto lengths and ends before each colour treatment, concentrating on the most dry and damaged areas.

acid colour sealer

post-colour acid sealer



Specifically formulated to seal the cuticle after each technical treatment and to lock in colour. Its formula is enriched with milk proteins and wheat proteins which condition the hair structure, aloe juice vera and moisturizing agents, for full softness, shine and manageability. It also contains **Biogenius Technology**, which guarantees restructured hair and intense, radiant colour. For professional use only. **Use:** apply evenly to hair after thoroughly rinsing the colour while avoiding contact with the skin. Leave in for 3 minutes then wash directly with a colour sealing shampoo.



colour specifics

Specific treatments to enhance and complete colouring services.



instant remover hair colour remover for skin

Removes any colour residue from the skin with a gentle and effective stain removing action, leaving skin clean, soft, with no redness. Contains milk proteins and aloe vera juice for a combined emollient, soothing and skin hydrating action. For professional use only. **Use:** gently stroke a cotton pad soaked in product over affected areas without rubbing.



colour sealing shampoo after-colour shampoo

Gently cleanses by locking in cosmetic colourants, for longer-lasting colour and improved shine. It improves colour endurance and enhances radiance. It contains a mixture of delicate surfactants, which cleanse hair gently, **Biogenius Technology**, milk proteins and glycerine, which help protect colour, and give body and hydration. For professional use only. **Use:** apply after using **milk_shake acid colour sealer**, lather and then rinse. Repeat if necessary. Follow with **milk_shake colour sealing conditioner**.



colour sealing conditioner after-colour conditioner

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour and improved shine. Contains a mix of milk and wheat proteins, vitamins, a UV filter and emollient agents for soft, shiny hair. For professional use only. **Use:** apply to clean, damp hair after using **milk_shake colour sealing shampoo**, leave in for a few minutes, comb through and rinse.



colour split barrier-effect additive for hair colouring

Ideal to create multi-tone colouring without using foils. Creates a barrier, protects and allow for the overlapping of different shades without staining or smearing. For professional use only. **Use:** for each shade used, first mix the colour and developer, then add 3 g of **milk_shake colour split** for every 30 g of colour and mix well. Shake well before use.

special

Targeted deep cleansing for hair.



deep cleansing shampoo purifying shampoo for all hair types

A purifying shampoo specifically designed to free hair from residue from technical and styling products and chlorine. Contains fruit extracts, honey and milk proteins. Deeply cleanses the hair with a delicate action, maintaining its optimal hydration. SIs free. For professional use only. **Use:** distribute evenly over damp hair and lather, then rinse.

Biogenius Technology: patented technology that encapsulates specific active ingredients and releases them on the hair, for a deep and lasting action.

Integrity 41[®]: hydro-glycolic sunflower seed extract, rich in antioxidant polyphenols.

Amino Acid Complex: exclusive plant-derived amino acid complex made from wheat and soy which restores the natural keratin components within the hair, essential for the integrity, strength and resistance of the protein chain to resist damage caused by internal and external stress factors.









milk
shake[®]
NATURAL BEAUTY

z.one concept[™]

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