

Feels so good,
you want to share.

Z110MATM1902

 zoneconceptofficial
 zoneconceptofficial
 info@z-oneconcept.com
 z-oneconcept.com
 made in italy

z.one concept s.r.l.
Via Brodolini, 30
21046 Malnate (Va) Italy
Beautynova UK Ltd,
108-110 Jermyn St,
SW1Y 6EE, London, GB



milk L **shake[®]**



The background is a bright yellow with a large, rounded orange shape in the upper right. On the left, there is a close-up photograph of a person's hair, showing dark roots and lighter, wavy ends. The text is arranged in two main sections: a top section in white text inside the orange shape, and a bottom section in black text on the yellow background.

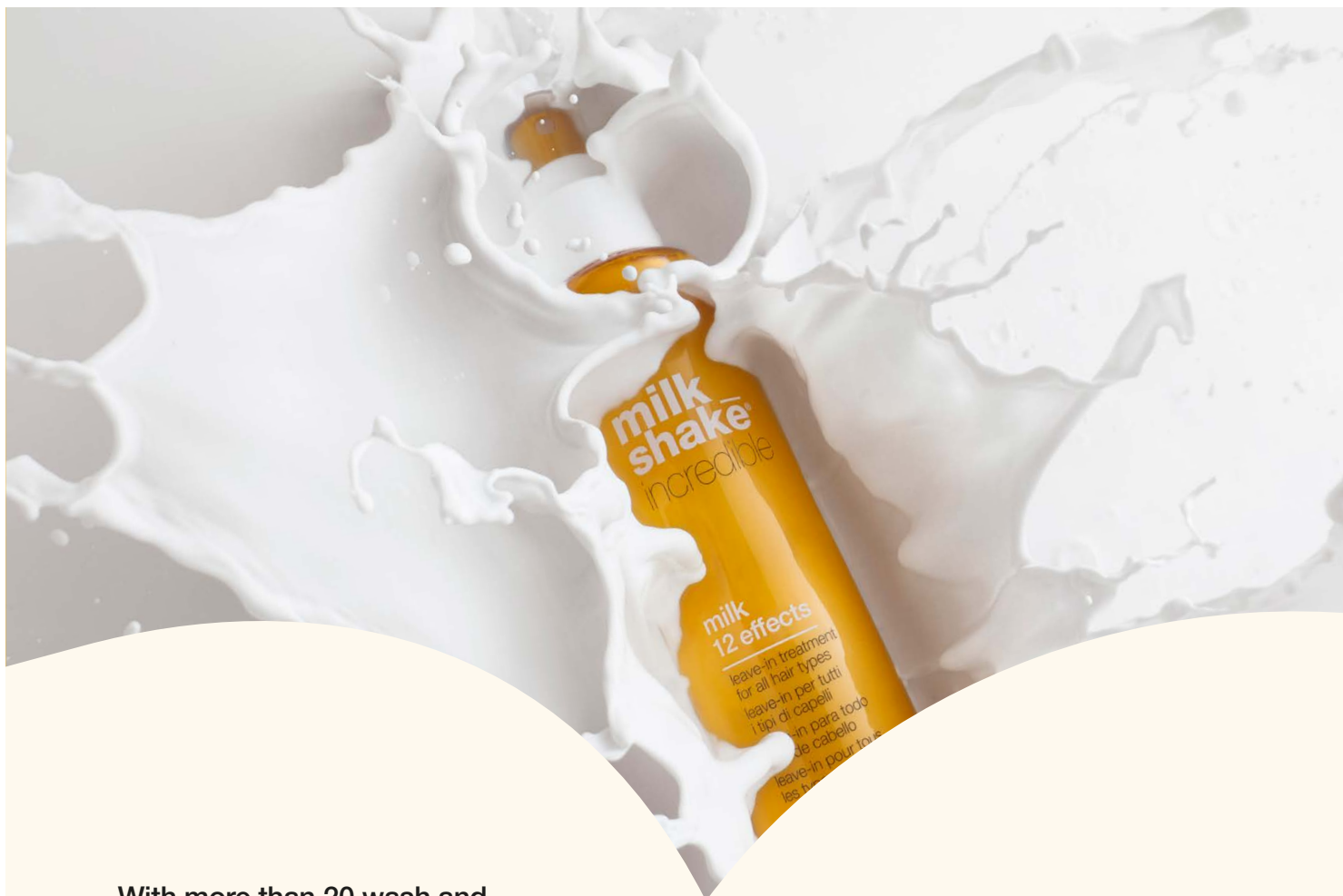
for hair
that feels
so good

..let yourself
be surprised by
the feeling of healthy
happy hair!

Powered by milk and crafted
for sensorial delight, our products
surprise the senses, uplift the mood
and make every salon moment
feel good, inside and out.

milk

Milk proteins, rich in peptides and amino acids, deeply nourish the hair, repair damage and increase density and volume. Blended with fruit extracts rich in precious vitamins and minerals to boost the nourishment and counteract oxidative stress, **milk_shake®** products leave your hair feeling silky, smooth and soft from the first application.



With more than 20 wash and care lines and 12 technical ranges, **milk_shake** always has your back. Whether curly, straight or wavy, natural or colour-treated, damaged, dry or greasy, our professional products equip and empower hairdressers and their clients with the perfect solution.

With fun products, soft textures and irresistible fragrances that envelope the senses, **milk_shake** allows you to share moments of pure happiness.

shake

shake it,
feel it,
love it

At **milk_shake**[®],
we take care of
your hair to make it
healthy, happy and
ready to shine!

Hair has the power to shape our mood and confidence - when it looks good, we feel good.

Our products don't just care for your hair; they awaken optimism, make you feel radiant and ready to take on whatever the day brings.

And the real magic lies in sharing that joy: when we feel good, emotions become contagious, and that energy naturally flows to the people around us, creating a ripple of positivity.

Capes may be meant for clients - but hairdressers are the true superheroes behind every great hair day.

milk



shake





We are **milk_shake®**:
Professional at the roots.
Playful at the ends.
Our mission:

Bring joy
to the world
and share
the magic
around.

make my day

Soft, shiny hair



leave-in treatments

Shiny, manageable hair



incredible

Nourishment and protection
for all hair types



everlasting bonds

Long lasting repair of hair bonds



integrity & strength

Nourish, strengthen and repair
dull and weak hair



moisture & more

Visibly fuller hair



colour care

Protection for colour-treated hair



flower vibes

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



silver shine

For cold blonds with a more
natural tone



icy blond

For cool blonds with ash tones



cold brunette

Neutralises copper tones
in brown 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



argan

Precious argan oil for shiny,
silky hair



no frizz allowed

Smooth, soft, shiny and frizz-free hair



sun & more

Beauty protection under the sun



k-respect

Products for a long lasting anti-frizz smoothing treatment



insta.light

The glass hair, that visibly reflects the light



lifestyling

Model, define and fix the hair in few steps



colour whipped cream

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



SOS roots

Instantly covers regrowth



milk **shake**[®]

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 weighting it 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 elastic. 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

A 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 type**

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

Nourishment and protection for all hair types.
For resistant and incredibly smooth and shiny hair.

incredible milk

12 effects / leave in for all hair types

Milk cream smooth and soft. Gently wrap the hair giving protection, nourishment and incredible softness **1**. Repairs all hair types **2**. Controls frizz **3**. Prevents split ends **4**. Protects from heat **5**. Improves hold **6**. Exceptional detangling **7**. Leave 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**. Seals the cuticle. **Use:** spray onto damp, lather and style as desired. Do not swallow.



incredible oil

illuminating and protective oil

Infuse with argan and sunflower oil enriched with papaya extract. Creates a protective film that perfectly seals cuticles. Prevents breakage and gives incredible brightness for incredibly soft, smooth and shiny hair. **Use:** as pre-styling, spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse and proceed with drying. As finish, apply the products on the hands and distribute evenly on ends and lengths.



incredible serum

fortifying serum

Enriched with milk protein and fruit extract with a deep action on the scalp. It fortifies hair from birth to leave incredibly resistant and shiny lengths. Quick absorption. Gives pleasant sensation and protects the scalp, keeping ideal condition for shiny hair. **Use:** divide the hair and apply daily 1-2 dropper on damp or dry hair. Distributes evenly and massage softly. Style as usual.



everlasting bonds

Bond-building treatments for deep repair of hair bonds.



everlasting bonds shampoo

extraordinary repair shampoo for damaged, stressed hair

Gently cleanses while repairing and reinforcing damaged hair bonds. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **65% of bonds rebuilt after just 1 application* and up to 93.5% after 5 applications**.** Use: distribute evenly on wet hair and massage, then rinse. Repeat if necessary. Follow with **milk_shake® everlasting bonds conditioner**. For extremely damaged hair, use **milk_shake® everlasting bonds mask** 1-2 times a week, or as needed.



everlasting bonds conditioner

active repair conditioner for damaged, stressed hair

Repairs hair bonds and progressively restores them for long-lasting results, without weighing hair down. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **93.5% of bonds rebuilt after 5 applications*.** Use: apply to clean, damp hair. Gently removing excess water, distribute evenly on mid-lengths to ends, leave on for 3-10 min, then rinse. Proceed with **milk_shake® everlasting bonds leave-in treatment**.



everlasting bonds mask

concentrated repair mask for damaged, stressed hair

Instantly reconstructs damaged hair bonds to restore and strengthen hair in just one use. Delivers visible nourishment and radiant shine without weighing hair down. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **65% of bonds rebuilt after just 1 application*.** Use: apply to clean, damp hair making sure to remove all excess water. Distribute evenly on mid-lengths to ends, leave on for 3-10 min, then rinse. Proceed with **milk_shake® everlasting bonds leave-in treatment**.



everlasting bonds leave-in treatment

protective leave-in treatment for damaged, stressed hair

Protects hair fiber from heat damage up to 230°C/446°F. Provides softness and shine to the hair with an intense smoothing action. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid that repairs hair bonds for stronger, healthier looking hair you can feel. Use: apply to dry, or washed and towel-dried hair, and distribute over lengths and ends. Proceed with desired styling.



*Ex vivo instrumental test after 1 application with **milk_shake®** everlasting bonds shampoo and mask (processing time: 10 minutes).
** Ex vivo instrumental test after 5 applications with **milk_shake®** everlasting bonds shampoo and conditioner (processing time: 10 minutes).

integrity & strength

Nourish, strengthen and repair dull and weak hair with split ends, that needs proteins and nutrients to go back to its natural vitality.



nourishing shampoo

nourishing shampoo for damaged hair

Formulated to delicately cleansing, fortifying and repairing all weak and dull hair, leaving it soft, silky, and shiny. Enriched with organic murumuru butter for its conditioning and nourishing action and amaranth seed extract that has a protective action and helps prevent breakage and split ends. sulfate and paraben free. **Use:** apply evenly on damp hair and massage slightly, then rinse. Repeat if necessary. Proceed with **milkshake integrity & strength nourishing conditioner** or **milkshake integrity & strength intensive treatment**.



protein treatment

repairing treatment protein concentrate

Repairing treatment protein concentrate with amino acid, ideal to reconstruct and strengthen damaged or chemically treated hair, leaving it soft and shiny. Enriched with organic murumuru butter, known for its nourishing and anti-frizz effect, and with amaranth seed extract to improve elasticity and help prevent breakage. paraben/sles free. **Use:** apply the content of one vial on clean and damp hair, massage delicately, leave in for 5-10 minutes, and rinse. Instructions to open the vial: a) use the dedicated vial opener-dispenser included in the pack; b) place the vial opener-dispenser on the vial using a handkerchief to protect your hand; c) push slightly.



nourishing conditioner

nourishing conditioning cream for damaged hair

Formulated to discipline, fortify and repair hair, leaving it soft, silky and shiny. Enriched with organic murumuru butter for its conditioning and nourishing properties, and with amaranth seed extract to offer greater protection, improve manageability and help prevent hair breakage. Paraben free. **Use:** apply on clean and damp hair. Comb and leave in for 2-3 minutes. Rinse carefully.



intensive treatment

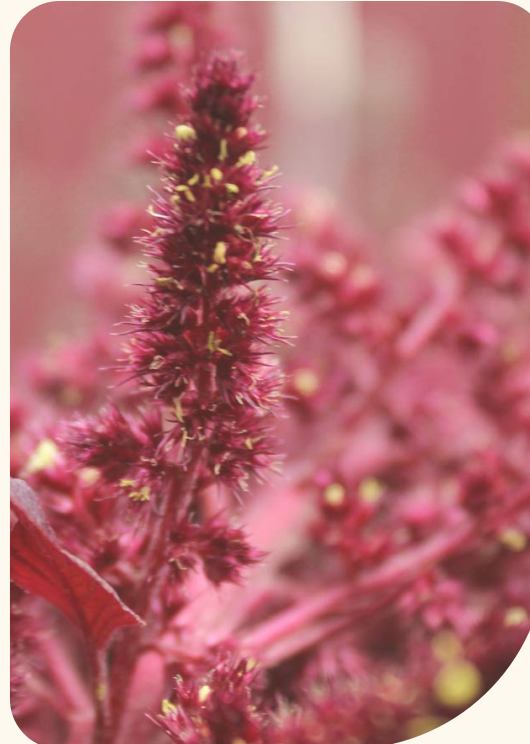
intensive nourishing treatment for damaged hair

Deeply fortifies and repairs hair, making it soft, easy to manage and to comb. Enriched with organic murumuru butter for its nourishing and anti-frizz properties and amaranth seed extract to improve elasticity and help prevent breakage. Paraben free. **Use:** apply evenly on clean and damp hair, massage. Leave in for 3-5 minutes, comb and rinse.

split ends savior

split-ends treatment for damaged hair

A leave-in treatment that restores and refines the hair fibre, protecting the cuticles and strengthening the hair structure. Makes the hair soft, silky and shiny. Enriched with organic murumuru butter, known for its conditioning and nourishing properties, and amaranth seed extract for additional protection, increased manageability and helps prevent hair breakage. Paraben free. **Use:** spray evenly on clean and damp hair, applying the product generously on lengths and ends. Proceed with the desired styling.



moisture & more

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



moisture & more shampoo

moisturising shampoo for dry hair

This delicate, conditioning shampoo cleanses hair, enveloping it in a soft, fruit-scented lather. Hyaluronic acid maintains optimal moisture balance and replenishes hair leaving it strong and shiny, **Integrity 41*** ensures perfect colour protection. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** distribute evenly over damp hair, massage and rinse. Repeat if necessary. Proceed with **milk_shake® moisture&more conditioner**.



moisture & more conditioner

moisturising conditioner for dry hair

Its light formula, imbued with the fresh fragrance of tropical fruit, conditions hair deep down, leaving it moisturised and manageable. It contains hyaluronic acid which maintains optimal moisture balance and replenishes hair, leaving it strong and shiny, plus organic papaya extracts for conditioning. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse. Proceed with **milk_shake® moisture&more whipped cream** for added conditioning.



moisture & more lotion

moisturising lotion for dry hair

An ultra-concentrated lotion formulated with a blend of hyaluronic acid and papaya extract to rapidly restore moisture, plump the hair and provide essential nutrients. Formulated with niacinamide with an antioxidant and smoothing effect on the hair. The hair immediately appears stronger, softer and more radiant. Paraben free. **Use:** distribute the entire contents of the tube evenly over washed and towel-dried hair, paying particular attention to the lengths and ends. Leave on for 3 to 5 minutes. Rinse and proceed with the desired styling.



moisture & more whipped cream

no rinse, moisturising, protective mousse for dry hair

Ideal pre-styling treatment that maintains the correct moisture balance while conditioning hair. Enriched with hyaluronic acid and organic papaya extract, it replenishes hair leaving it light and shiny. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** shake well and dispense the required amount. Apply on clean, towel-dried hair, then style as usual.

moisture & more serum

moisturising and illuminating serum for dry hair

Moisturises hair deep down and seals the cuticles for instant shine. Enriched with hyaluronic and organic papaya extract, it replenishes hair and rapidly restores moisture. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. Its imperceptible texture leaves hair feeling light and bursting with vitality. **Use:** apply a small amount of serum on dry hair with your hands and distribute on lengths and ends. Do not rinse.



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

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 vibes

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.



flower vibes

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



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.



silver shine

A professional toning range formulated to neutralize golden and intense golden (yellow) tones typical in blonds, lightened or naturally grey-white hair, giving a cold blond with a more natural tone.

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 that neutralizes unwanted yellow tones in natural or lightened blond hair, grey or white hair with a balanced action, with its specific violet pigment that works on even the most subtle hues. 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, golden or brassy 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 and golden 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.



icy blond

A professional toning line developed to counteract the copper-golden and copper (yellow-orangey) tone typical of lightened hair. Ideal for very clear and platinum hair, gives a cold blond ash tone.



silver shine toning spray

specific toning spray for blond or grey hair

A leave-in spray with a specific violet pigment that neutralizes unwanted brassy, yellow/golden 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 shampoo

specific shampoo for blond hair

Cleanses hair gently with a specific black pigment that counteracts yellow or orange tones in blond or lightened hair, giving 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 a specific black pigment, it gives hair softness whilst counteracting yellow or orange tones in blond or lightened hair, giving ash tones. Milk proteins restructure the hair deeply, giving 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 specific black pigment that counteracts brassy, yellow and orangey tones in blond or lightened hair, giving ash tones. Strengthen and hydrates the hair, giving a healthy and bright appearance whilst 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

The range to counteract red/orange tones, removing unwanted warm tones from natural or colour-treated brown, light brown or dark blond hair.



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.

curl passion

The specific range to reveal the natural beauty 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 with **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 primer

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 perfectionist

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

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

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.

curl passion shaper

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.



volume solution

Unprecedented volume and 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 longlasting style. **Use:** spray onto roots and lengths and proceed with styling.

scalp care

Products designed to improve and restore scalp health.

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. Sls/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.



purifying blend shampoo

intensive purifying shampoo for scalp and hair

Cleanses deeply yet gently, freeing the scalp from impurities, dandruff, 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. Sls/sles and paraben free. **Use:** distribute evenly over damp hair and lather, leave in for a few minutes, then rinse.



natural care

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



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.



deep detox metal purifying treatment metal purifying treatment

Concentrated leave-in formula enriched with chelating agents that help neutralise and limit metal build-up in the hair, keeping it strong and shiny. Milk proteins nourish hair, leaving it visibly softer, silkier and easier to comb from the very first application. Camellia sinensis extract guarantees an antioxidant effect. **Use:** apply evenly to wet hair before drying. Distribute a single dose of product on medium-length hair, and two doses on long or thick hair. Comb through, and then style. Do not exceed the recommended amounts.

*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.

active 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.



argan

The precious properties of organic argan oil for healthy, manageable hair.



argan shampoo

organic argan oil shampoo for all hair types

Gently cleanses with its the unique formula with organic argan oil and wheat and rice proteins. Instantly conditions and nourishes while counteracting frizz, leaving hair soft and shiny and maintaining colour. Sulfate free. **Use:** distribute through wet hair and lather. Rinse. Repeat if necessary.



argan deep treatment

deep treatment for all hair types

Nourishing organic argan oil and wheat protein formula that eliminates frizz. Suitable for all hair types. Seals the cuticle leaving hair soft, shiny and more manageable while maintaining hair colour. **Use:** distribute through clean, damp hair and massage. Leave in for 3 to 5 minutes, then comb through and rinse.



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.

no frizz allowed

Anti-frizz effect and gives back control of your hair in case of humidity.

perfecting shampoo

disciplining shampoo for frizzy hair

It gently cleanses, leaving hair silky, soft and easy to manage. Its formula, enriched with milk proteins that nourish and strengthen the hair, and with Kakadu plum extract, rich in vitamin C and antioxidants, is designed to combat frizz caused by humidity. Paraben / Sls, sles free. **Use:** distribute evenly over damp hair and massage slightly, then rinse. Repeat if necessary. Proceed with **milk_shake no frizz allowed perfecting conditioner**.



perfecting conditioner

conditioning and disciplining cream for frizzy hair

Its light and creamy formula detangles the hair without weighing it down, making it silky and easy to manage. It contains milk proteins that deeply moisturise and Kakadu plum extract, rich in vitamin C and antioxidants. It helps combat frizz and protect the hair fibre from external damage, for a impeccable and long-lasting result. Paraben free. **Use:** distribute evenly on clean and damp hair, leave in for a few minutes and then rinse.



amazing anti-humidity spray

disciplining and protective spray for frizzy hair

Eliminates frizz and helps control humidity with a long-lasting effect. Contains last-generation polymers which, when activated through heat, create a protective, waterproof film around the hair fibre with an anti-moisture action that prolongs the duration of the blow-dry. The ultra-light formulation, enriched with milk proteins and Kakadu plum extract, reduces drying time, protects against the heat of heat tools and does not weigh down the hair. Paraben free. **Use:** spray generously and evenly on clean and towel-dried hair. Comb and proceed with the desired styling.



glistening light milk

disciplining and glistening milk for thin hair

Its light texture envelops the hair providing lasting control in humidity and preventing frizz for soft, shiny and disciplined hair. It protects against external damage and helps smooth the hair surface thanks to its formula rich in milk proteins that nourish and strengthen the hair fibre and Kakadu plum extract, high in vitamin C and antioxidants. Paraben free. **Use:** apply on clean and damp hair, distribute on lengths and proceed with the desired styling.



sun & more / HAIR

A complete range of sun care products for hair and body.

glistening rich serum

disciplining and glistening serum for thick hair

It gives instant shine and makes the hair soft and flowing. Its formula coats the hair, disciplining it and combating frizz. It contains a mix of precious oils that nourish and moisturise the hair in depth, for a smooth and radiant finish. Paraben free. **Use:** as a pre-styling product, distribute evenly on clean and towel-dried hair and comb to distribute the product. Do not rinse and proceed with the styling. Used as finish, apply on your hands and distribute evenly on lengths and ends.



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. SIs/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.** smoothenes 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.



sunscreens mist hair & scalp

protective sun spray for hair and scalp

Lightweight and fast-absorbing, it protects hair and scalp against UVA/UVB rays. Perfect for use at the beach or by the pool, it contains Argan oil to nourish sun-exposed hair and restore elasticity, leaving it silky and radiant. Maracuja oil prevents frizz and promotes manageability. Enriched with sun filters that help prevent colour-fade and unwanted colour changes. **Use:** spray onto wet or dry hair and scalp. Shake before use.



sun & more / BODY

A complete range of sun care products for hair and body.



sunscreen milk

body sunscreen emulsion SPF 30 / high protection

A light and soothing formula that is easy to distribute and quickly absorbed. Enriched with plant emollients and UVB/ UVA photostable UV filters. Contains organic argan oil, hibiscus oil, passion fruit oil, organic muru muru butter, quinoa proteins, milk proteins, vitamin E, UV filters. **Use:** apply an even amount to skin, being careful to cover exposed skin at least 20 minutes before sun exposure. Repeat application after swimming, showering or perspiring.



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.



sensual lotion

after sun hydrating milk

It counteracts the dehydrating effects of the sea, sun and swimming pool, improving radiance, tone and elasticity, giving skin incredible softness. Contains organic muru muru butter, hibiscus oil, organic passion fruit oil, organic argan oil, rice oil, sweet almond oil, allantoin, sorbitol, vitamin E, UV filters. **Use:** apply to skin and distribute until absorbed.

k-respect

Products for a long lasting anti-frizz smoothing treatment.

smoothing shampoo

anti-frizz shampoo

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Formulated with the perfect balance of surfactants, it is gentle on the film formed during the smoothing process. 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. Salt and sulfate 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 conditioning cream

Anti-frizz conditioning cream, ideal to maintain the results obtained during the treatment in salon for longer. Contains keratin, 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. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



insta.light

Hair lamination 2.0 with a *glass hair* effect for super-shiny 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 / BODY & VOLUME

Texturizing and volumizing products to strengthen and extend the duration of all hairstyling, especially with the thinnest hair.

powder pop

HOLD ●●●● VOL ●●●● SHINE ○○○○

volumising powder

Lifts roots for instant volume and a matte finish. Gives styles and up-dos body and texture while delivering strong hold. The fine texture means the product can be evenly dispensed onto roots without leaving residue. **Use:** apply the product to dry roots and then style. For a texturising effect, apply to lengths.



medium hold gel

HOLD ●●●● VOL ●●●● SHINE ●●●●

medium hold gel

Gives hold and definition allowing you to create any type of style. Provides structure and control, body and elasticity. Fast-drying and leaves no residue. **Use:** dispense the required amount. Warm between your hands and apply to damp or dry hair depending on the effect to be achieved.



liquid styler

HOLD ●●●● VOL ●●●● SHINE ●●●●

styling fluid

An ultra-versatile formula that is perfect for achieving definition and flexible hold with a memory effect. Suitable for all hair types, it leaves hair full of body with a slightly glossy finish. Ideal for styling with hairdryer and brush or diffuser depending on the effect to be achieved. **Use:** dispense the required amount. Apply to clean, towel-dried hair, and then style. To refresh curls, apply to dry hair and diffuse-dry.



volumizing foam

HOLD ●●●● VOL ●●●● SHINE ●●●●

strong hold volumising mousse

Creates volume and dimension with long-lasting hold. The soft texture ensures flexibility during blow-drying and provides a glossy finish. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.



lifestyling / BODY & VOLUME

Texturizing and volumizing products to strengthen and extend the duration of all hairstyling, especially with the thinnest hair.



dry shampoo

HOLD ○○○○ VOL ●●●● SHINE ●○○○

dry shampoo

Ultra-light spray formula, refreshes your look with a matte effect. Absorbs excess sebum without leaving residue and gives hair instant volume. Use as a styling product for fuller, more textured hair. **Use:** shake well before use and spray onto roots from a distance of about 20-30 cm.



bodifying cream

HOLD ●●○○ VOL ●●●● SHINE ●○○○

texturizing cream

Extra volume and definition for any kind of styling. Its lightweight, versatile formula can add body and volume to your roots. On the mid-lengths and ends it provides support to enhance the hair's natural movement. **Use:** apply the necessary amount to your washed and towel-dried hair, and style by shaping it with your hands or by brushing.



lifestyling / SMOOTH & THERMO

A line dedicated for protection and treatment of your hair from the heat where needed to create your look.

smoothing cream

HOLD ●○○○ VOL ●○○○ SHINE ●●●○

light hold smoothing cream

Formulated to smooth hair and protect it during drying. Provides natural hold and allows the brush to effortlessly glide through hair. Delivers long-lasting smoothness and fights frizz, leaving hair soft and shiny. **Use:** dispense the required amount. Apply to clean, towel-dried hair, massage over lengths and ends, and then style.



blow dry primer

HOLD ●●○○ VOL ●●○○ SHINE ●●○○

medium hold styling mousse

A non-aerosol mousse that provides body and texture that is perfect for achieving a natural look. Prepares hair for styling, providing control and medium hold. Makes blow-drying with a brush a breeze and helps styles last longer. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.



thermo-protector

HOLD ○○○○ VOL ○○○○ SHINE ●●●○

heat protectant

A spray formula with a protective action, it creates an invisible film around hair, protecting it against the high temperatures of hairdryers, straighteners and curling irons. Makes blow-drying a breeze and helps prevent breakage and split ends. Delivers maximum shine. **Use:** apply to clean, towel-dried hair, spraying from root to tip from a distance of 20-30 cm. Style. Apply to dry hair before curling or straightening.



let it shine

HOLD ○○○○ VOL ●○○○ SHINE ●●●○

ultra-light shine spray

Delivers maximum shine and an instant gloss effect. Keeps static at bay and helps keep colour vibrant and intense. Can be used after styling and finishing services. **Use:** after styling, spray onto lengths and ends from a distance of 20-30 cm.



lifestyling / TEXTURE & SHAPE

Products for all styling needs to create new textures and specific effects.

smoothing miracle shield

HOLD ●●●● VOL ●●●● SHINE ●●●●

heat & humidity protectant

Ultra-lightweight spray designed to protect and smooth hair during styling. Its formula wraps each strand in an invisible shield that blocks out humidity, delivering intense shine and defined finish. Heat-activated, it creates a thermal protective barrier that shields the hair fiber from damage caused by heat styling tools up to 446°F / 230°C. The perfect ally for all hair types. **Use:** divide hair into sections and spray generously on clean, towel-dried hair. Distribute evenly from roots to ends, holding the spray about 8 in / 20 cm away. The product must be heat-activated using a blow-dryer or hot tools.



texturizing spritz

HOLD ●●●● VOL ●●●● SHINE ○○○○

bodifying spray

Boosts volume and density from root to tip. Gives styles hold and control. Perfect for create matte-finish 'beach' looks. **Use:** shake well before use. Spray onto damp or dry hair depending on the effect to be achieved. Style with your hands for extra volume and hold, then style or air-dry.



freehand paste

HOLD ●●●● VOL ●●●● SHINE ●●●●

styling paste

Allows you to style and create a wide range of looks while delivering light hold. The stretchy, flexible texture makes it easy to apply and distribute. Provides a slightly glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



glossy wax

HOLD ●●●● VOL ●●●● SHINE ●●●●

polishing wax

Light modelling effect. Can be modelled to provide flexible definition and give hair a glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



texturizing cream

HOLD ●●●● VOL ●●●● SHINE ●●●●

bodifying styling cream

Provides body and medium hold. Highly workable texture for styling individual locks or the whole head. Leaves hair supple with a matte finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



lifestyling / TEXTURE & SHAPE

Products for all styling needs to create new textures and specific effects.



shaping foam

HOLD ●●●● VOL ●●●● SHINE ●●●●

strong hold styling mousse

Assists styling services and protects hair during blow-drying. Ideal for structured looks, to shape styles and provide maximum control during blow-drying. Helps styles last longer. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.



lifestyling / HOLD & FIXING

Styling and finish to model your hair, fixing and maintaining the shape unaltered in time.

sculpting cream

HOLD ●●●● VOL ●●●● SHINE ●●●●

flexible fibre paste

This versatile paste helps you build volume and create any type of look. Ultra-glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



fixing paste

HOLD ●●●● VOL ●●●● SHINE ●●●●

strong hold paste

This strong hold paste gives hair structure and texture. Perfect for defining details, this dense paste is easy to work and apply. Delivers a natural finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



strong hold hairspray

HOLD ●●●● VOL ●●●● SHINE ●●●●

strong hold hairspray

Delivers strong, long-lasting hold to keep your style in place. Gives hair body and a slightly glossy finish, does not wet hair and leaves no residue. **Use:** spray it onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.



medium hold hairspray

HOLD ●●●● VOL ●●●● SHINE ●●●●

medium hold hairspray

Delivers medium and flexible hold to keep your style in place. Gives hair body and a slightly glossy finish, does not wet hair and leaves no residue. **Use:** spray it onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.



instant colour

Products that instantly revive hair colour.



eco strong hairspray

HOLD ●●●● VOL ●●●● SHINE ●●●●

strong hold non-aerosol hairspray

Delivers strong, firm hold to keep your style in place. Gives hair structure with a natural finish. The unique spray delivery system makes it ideal for precision styling. Does not wet hair and leaves no residue. **Use:** spray it onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.

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 is the ingredients of natural origin like milk proteins and fruit extracts that take care of every hair type.

milk_shake®
re-natural
a colour as natural as yours

Rediscover your natural shades with the **milk_shake®** colour philosophy:

- / healthy and shiny hair
- / spontaneous and natural beauty
- / superior salon service

How?

- / with high quality products that contain natural ingredients which nourish the hair
- / with innovative techniques that deliver natural and customised looks
- / with tools created specifically to give added value to salon services

creative

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



beyond light

Ammonia free permanent colour with
OCB technology which guarantees
excellent colour performance in terms
of quality, radiance and endurance



9 minutes

All permanent colour benefits
in just 9 minutes with guaranteed
results



smoothies

Semi-permanent high
performing colour



the gloss

Demi-permanent acidic pH colour



direct colour

Dynamic and versatile direct colour
with excellent results



illuminate

Delicate lightening products and concentrated
colour pigments with an immediate result,
to toneand lighten hair with creative colour effects



colour specifics

Specifics treatment to enhance
and implement colour service



light catcher spotlight

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



everlasting bonds

Professional bond-building treatment
system for deep repair of hair bonds



integrity reconstruction system

The system that rebuilds the hair's
essential components



k-respect keratin system

Soothing anti-frizz treatment



ultimate wavemaker

Permanent waving system



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.



beyond light

ammonia free conditioning permanent colouring cream for hair

Conditioning permanent colouring cream that's ammonia free, paraben free, SLES free and SLS free. Gives up to 100% grey coverage and up to 3 levels of lift whilst respecting scalp and hair. Formulated with OCB (Organic Colour Booster) technology, the innovative colour system that enhances colour performance in terms of shine, endurance, and quality. **Specific developers: milk_shake® beyond light oxidizing emulsion 20 / 30 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. 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.



quick light

instant lightening fluid for hair

milk_shake® illuminate quick light is the instant lightening fluid for hair. When used with straighteners on dry hair it lightens the hair up to two tones during styling. Ammonia-free, it doesn't need rinsing. For professional use only. **Use:** consult the product instructions.



conditioning lightening oil

conditioning lightening oil for hair

Ammonia-free lightening oil, it lightens the hair gently leaving it soft, shiny and protected. Easy to apply, it doesn't dry out or swell during processing and lightens up to 3-4 levels. Ideal for those people who want a more intense lightening treatment that looks very natural, with extra nourishment given by the natural oils within the formula. For professional use only. **Specific developers: milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.





pure pigment

concentrated colouring for hair

An ammonia-free concentrated colour with an immediate action, efficient for both untreated or colour-treated hair. Gives versatility to the lightening process and tones and illuminates the hair with creative, chromatic effects. Available in shades: **gold, red, blue, violet, copper, brown**. For professional use only. **Use:** consult the product instructions.



creative oxidizing emulsion

5 / 10 / 20 / 30 / 40 volumi

cream developer

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.



beyond light oxidizing emulsion

20 / 30 volumi

cream developer

Oxidizing emulsion formulated for colouring and lift services with **milk_shake® beyond light ammonia free conditioning permanent colouring cream for hair**. The OCB technology, the main feature of the beyond light line, is the specific combination of active ingredients within both the oxidizing emulsion and colouring cream, which guarantee their performance only when combined. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



light activating emulsion

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.

activating emulsion

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

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.



acidic colour activator

6 volumi

colour activator for hair

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 catcher spotlight 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® light catcher spotlight 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.



colour specifics

Specific treatments to enhance and complete colouring services.



pro colour equalizer equalizer

Ideal for strengthening and balancing hair before colour services, it guarantees even colour results. Formulated with liposome-encapsulated pomegranate extract, it has antioxidant properties and delivers even, long-lasting colour. **Use:** spray onto the lengths before colour services, focusing on the most damaged areas.



acid colour sealer professional acidifier post-colour

Formulated to close the scales after the colouring service, sealing perfectly the pigments inside the hair. Contains pomegranate extract encapsulated in liposomes with prolonged antioxidant action for a result full, glossy and longer-lasting colour. **Use:** rinse off colour, then apply evenly on the hair, avoiding the scalp. Leave on for 3 minutes then proceed with **milk_shake** colour sealing shampoo. Rinse off and use **milk_shake** colour sealing conditioner.



instant remover fluid stain remover

Formulated to gently remove any colour residue from the skin leaving it perfectly clean and moisturised. **Use:** Gently distribute with a cotton ball soaked with the product on the affected areas.



powerful protector protective cream

Protective cream. Protects and prevents the formation of colour stains on the skin. **Use:** before the colouring service, apply evenly along the hairline around the face, being careful not to overlap with the hair roots.

colour sealing shampoo professional shampoo post-colour

Gently cleanses and ensures maximum colour brilliance while preserving cosmetic pigments. The complex of natural origin **Chromazone™** guarantees antioxidant action for prolonged colour protection. **Use:** apply after **milk_shake** acid colour sealer, massage then rinse. Repeat if necessary. Continue with **milk_shake** colour sealing conditioner.



colour sealing conditioner conditioning cream professional post-colouring

Deeply conditions coloured hair, closing the scales of the cuticle, for hair that is soft and shiny. Formulated with the complex of natural origin **Chromazone™** complex, with antioxidant action for a long-lasting effect. How **Use:** apply after rinsing **milk_shake** colour sealing shampoo, massage onto lengths and ends then rinse.



clarifying shampoo professional clarifying shampoo

Formulated to prepare lengths for treatments and technical services. Removes mineral build-up and deposits. A slightly alkaline pH helps open the scales of the hair cuticle promoting optimal treatment and colour penetration. It effectively prepares hair for any colour service and doubles up as a professional deep cleansing treatment. **Use:** wash hair with **milk_shake** colour sealing shampoo, then apply to damp hair, massage into lengths and ends, and then rinse.



lighteners

Lightening products with next generation formulas with excellent results.



light catcher spotlight lift & balance super highlifter cream for hair, with 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 spotlight 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 spotlight soft light oxidizing emulsion**. **Use:** consult the product instructions.



light catcher spotlight level 9 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 instruction.



light catcher spotlight level 8 conditioning lightening powder for hair

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 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 cream 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.



everlasting bonds

Professional bound-building treatment system, complete and innovative, dedicated to the care and restored wellbeing of stressed, damaged and weakened hair, with long lasting effect.

everlasting bonds pre-shampoo

intensive repair pre-shampoo treatment for damaged, stressed hair

Intensively repairs, strengthens and reconstructs hair in just one use. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **72.9% of bonds rebuilt after just 1 application and up to 94.7% after 5 applications***. Use: pre-wet hair, gently towel-dry hair and remove excess water. Apply treatment evenly on lengths and ends. Leave on for 3 to 10 minutes, then rinse. Follow with **milk_shake® everlasting bonds shampoo**.



everlasting bonds shampoo

extraordinary repair shampoo for damaged, stressed hair

Extraordinary repair shampoo for damaged, stressed hair. Gently cleanses while repairing and reinforcing damaged hair bonds. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **72.9% of bonds rebuilt after just 1 application and up to 94.7% after 5 applications***. Use: distribute evenly on wet hair and massage, then rinse. Repeat if necessary. Follow with **milk_shake® everlasting bonds mask**.



everlasting bonds mask

concentrated repair mask for damaged, stressed hair

Instantly reconstructs damaged hair bonds to restore and strengthen hair in just one use. Delivers visible nourishment and radiant shine without weighing hair down. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid. Scientifically proven to instantly repair hair bonds and reconstruct damaged hair for stronger, healthier looking hair you can feel. **72.9% of bonds rebuilt after just 1 application and up to 94.7% after 5 applications***. Use: towel-dry hair, making sure to remove all excess water. Apply evenly on mid-lengths and ends. Leave on for 3 to 10 minutes, then rinse.



everlasting bonds leave-in treatment

protective leave-in treatment for damaged, stressed hair

Protects hair fiber from heat damage up to 230°C/446°F. Provides softness and shine to the hair with an intense smoothing action. Formulated with milk proteins and enhanced with NutriBond Complex™, a naturally derived blend of rice proteins, amino acids and hyaluronic acid that repairs hair bonds for stronger, healthier looking hair you can feel. Use: apply to dry, or washed and towel-dried hair, and distribute over lengths and ends. Proceed with desired styling.



integrity reconstruction system

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

rebuilder / fase 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 rebuilder** evenly. Massage with fingertips and move on to step b with **fibre sealant**.



fibre sealant / fase 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 rebuilder** 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.



*Ex vivo instrumental test after 1 and 5 applications with **milk_shake®** everlasting bonds pre-shampoo (processing time: 10 minutes), shampoo and mask (processing time: 10 minutes).

k-respect

Anti-frizz keratin smoothing treatment that tames hair and leaves it silky with a long lasting effect.



preparing shampoo

purifying shampoo suitable for all hair types

Thoroughly cleanses and removes impurities while being gentle on the hair fibre. Its alkaline pH helps open the cuticles, preparing hair for the smoothing treatment. **Use:** apply evenly to damp hair. Massage and then rinse. Repeat if necessary.



smoothing treatment

smoothing anti-frizz treatment for hair

A professional anti-frizz smoothing treatment that delivers long-lasting results. Precious ingredients similar to natural keratin find in hair, creating a hyper-light film that facilitates styling and manageability in the daily hair beauty routine. Contains precious oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, **Integrity 41*** for colour protection. **Use:** carefully follow the instructions on the technical manual,



ultimate wavemaker

Creates soft, supple waves and curls with an adjustable effect for a natural or well-defined result.

waving lotion for natural hair

perm for natural or untreated hair

Perm for natural or untreated hair. Creates elastic, true-to-curlers waves, leaving hair soft and shiny, with scalable effect from natural to well-defined. The latest generation formula is enriched with plant-based proteins (soya, oats, wheat) to nourish and strengthen the hair fibre, collagen to improve elasticity, and maple and orange extract for a protective action. The hyaluronic acid salt maintains correct hydration of the hair for a cosmetic and long-lasting result. Without thioglycolic acid or derivatives and ammonia-free. **Use:** read the instructions inside the pack before use and diagnose correctly.



waving lotion for coloured hair

perm for colour-treated or bleached hair

It creates supple, true-to curler waves, leaving hair soft and shiny, with scalable effect from natural to well-defined. The latest generation formula is enriched with plant-based proteins (soya, oats, wheat) to nourish and strengthen the hair fibre, collagen to improve elasticity, and maple and orange extract for protective action. The hyaluronic acid salt maintains correct hydration of the hair for a cosmetic and long-lasting result. Without thioglycolic acid or derivatives and ammonia-free. **Use:** read the instructions inside the pack before use and diagnose correctly.



neutralizer

neutralizing lotion

Rebalances the pH and ends the waving process, restoring the internal structures of the hair responsible for its shape. **Use:** see instructions product.



