



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

**RECONSTRUCTION  
- S Y S T E M -**

z.one concept™

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The **z.one** concept™ laboratories continue their research for beauty, to capture the essence of rarities found in nature and transform these into extracts that are at the heart of the **milk\_shake**® integrity formulas.

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**RECONSTRUCTION**  
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## **The innovative reconstruction system**

that restores the hair's essential components to give back its maximum beauty potential.

**Its special formula doesn't weigh the hair down, making this treatment suitable for all damaged hair types.**

Hair is made of up water but also keratin, lipids, minerals and pigments. Keratin, an essential structural component, is a protein located in the cortex of the hair and is made up of 18 amino acids. **There are many causes that damage hair:** aggressive chemical treatments, the excessive use of heat tools, the sun, and other environmental aggressors are all causes that alter the structure of the hair fibre. The hair appears dull, matte, and tends to break easily.

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**Concentrated, ultra-efficient  
formulas from nature**

Hair is damaged  
when it is missing one of its  
structural components:

**keratin, proteins  
and amino acids.**

**A remedial treatment  
is needed to restore the hair's  
fundamental components.**

These substances are structural components that,  
when applied in the right concentration,  
repair the hair and make it healthy, strong  
and shiny from the very first application.

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## TECHNOLOGY AND NATURE

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**milk\_shake® integrity reconstruction system products** contain AMINO ACID COMPLEX\*, a plant-based keratin with 18 wheat and soy amino acids with an antioxidant, strengthening and protective action.

**Its structure gives damaged hair what it needs:**

**keratin**  
**proteins**  
**amino acids**

**Other targeted ingredients are added to this complex, aimed at perfecting the action of the treatment:**

**/ hyaluronic acid**

A super-hydrating ingredient of low, medium and high molecular weight that penetrates easily into the hair fibre.

**/ organic muru muru butter**

Repairs, nourishes and strengthens the hair.

**/ organic buriti oil**

An excellent natural antioxidant that repairs the damage caused by free radicals.

**/ milk proteins**

Give strength and resistance to the hair fibre.

**/ organic fruit extracts**

Organic strawberry and goji extracts have a protective, toning, emollient and conditioning action.



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\*Fision KeraVeg18





A new generation of products that act on the core of damaged hair through a special hair reconstruction technology

**in two steps:**

a **milk\_shake®**  
integrity **rebuilder**

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b **milk\_shake®**  
integrity **fibre sealant**

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**milk\_shake®**  
integrity **leave in**

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**The service is concluded with this treatment** that contributes to improving the appearance of hair and prolongs the results if maintained at home.

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**Proven efficiency on the hair of 20 women** with damaged hair, split ends, and who habitually have hair colouring treatments.

**% of satisfaction of 20 women who, after having had the first professional milk\_shake® integrity reconstruction,** grade the descriptive parameters as being good or excellent.

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RESTRUCTURING  
EFFECT

95%

NOURISHING  
EFFECT

95%

HAIR THAT IS LESS  
DULL OR MATTE

75%

ENHANCED AND  
RADIANT COLOUR

75%

GREATER  
MANAGEABILITY

85%

GREATER  
SHINE

85%

GREATER  
SOFTNESS

95%

MORE  
BODY

90%



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**Clinical trials on the hair of 20 women under the supervision of a doctor specialised in Dermatology, after 3 weeks of professional treat (one treatment per week) and at home maintenance treatment using milk\_shake® integrity, demonstrate an improvement in the evaluation parameters.**

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REDUCTION  
IN FORMATION  
OF SPLIT ENDS

95%

NOURISHING  
EFFECT

85%

VOLUMINOUS  
HAIR

85%



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The analysis under the microscope\* shows an increase in the thickness and visible improvement of the surface of the hair after **3 milk\_shake® integrity reconstruction treatments**.

**All the women  
who have tried the**

integrity

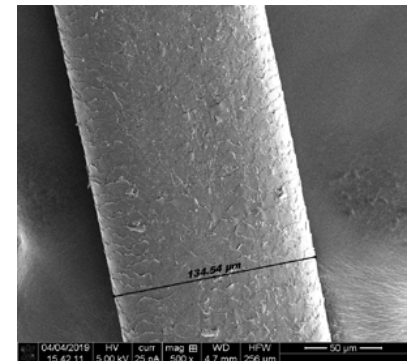
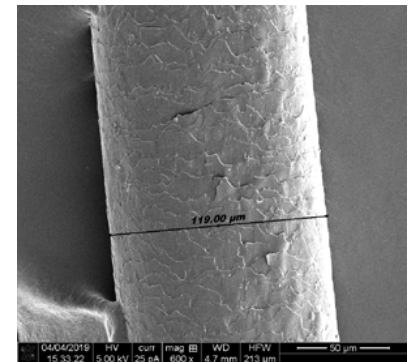
**RECONSTRUCTION  
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recommend the professional treatment and at home maintenance treatment!

All of the experimental results refer to the professional treatment using **milk\_shake® deep cleansing shampoo, integrity rebuilder A, fibre sealant B, leave in, intensive treatment/nourishing conditioner** (for coarse/fine hair), plus the at home maintenance treatment using **milk\_shake® integrity nourishing shampoo, intensive treatment/nourishing conditioner** (for coarse/fine hair).

\*Morphological analysis under a scanning electron microscope.

before the treatment



after the treatment

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# step a

## the hair's foundation

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### milk\_shake® integrity rebuilder

#### intensive reconstruction treatment for damaged hair

This is the most important step, where the hair's foundation is restructured for healthy, perfect hair. In this phase, a net that represents the hair's structure is built around the hair, intervening on the most damaged areas.

**rebuilder**, the first step of the treatment, contains keratin, proteins and amino acids that, through the concentrated aqueous solution, penetrate deeply and quickly into the core of the hair.

This treatment, combined with heat, nourishes damaged hair deeply without weighing it down and preparing the hair for the next step.

#### Use

1. cleanse the hair with **milk\_shake®** deep cleansing shampoo
2. divide the hair into 4 sections and apply **milk\_shake®** integrity rebuilder evenly
3. massage with the fingertips to guarantee a greater penetration of the product and comb through
4. move on to Step **b** with integrity **milk\_shake®** fibre sealant.



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# step b

## the binding phase

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### **milk\_shake®** integrity **fibre sealant**

#### **nourishing sealing treatment for damaged hair**

Once the foundation process has been completed, the fixing phase begins. A binding ingredient is needed within the hair fibre that guarantees the stability of the created net structure. The external layer of the hair needs protection that allows precious ingredients to stay within the hair.

**milk\_shake®** integrity fibre sealant contains naturally-sourced proteins and amino acids that give hair its natural structural components.

#### **Use**

1. apply to hair after having applied **milk\_shake®** integrity rebuilder step a
2. massage into the most damaged areas to guarantee an even distribution of the product
3. leave in for 10 minutes under a heat source
4. rinse well and apply **milk\_shake®** integrity leave in.



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## the beauty treatment for healthy, nourished hair

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### **milk\_shake®** integrity leave in

#### **treatment spray for damaged hair**

Once the hair has been restructured it is important that it receives nourishment and hydration.

**milk\_shake®** integrity leave in is a treatment containing keratin, naturally-sourced proteins and amino acids with a high percentage of hyaluronic acid in three molecular weights with a deeply hydrating action.

It gives flexibility and softness after step **a** and **b** of the treatment that, working on the structure of the hair, tends to leave the hair feeling “rough”. The leave in treatment gives strength and consistency to the hair without weighing the hair down, increasing manageability.

The result is soft, radiant hair.

#### **Use**

1. spray the product from roots to ends, insisting on the most damaged lengths and ends.
2. proceed with styling.



# A customized treatment for any hair type

## WEAK AND DAMAGED HAIR - RECONSTRUCTION SERVICE

A standard treatment for damaged hair.

1. cleanse the hair with **milk\_shake®** deep cleansing shampoo
2. divide the hair into four sections and apply **milk\_shake®** integrity rebuilder evenly.
3. apply **milk\_shake®** integrity fibre sealant and massage with the fingertips. Comb through to guarantee an even distribution of the product
4. leave in for 10 minutes under a heat source
5. rinse well and apply **milk\_shake®** integrity leave in
6. proceed with styling.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
milk_shake® deep cleansing shampoo	milk_shake® integrity rebuilder	milk_shake® integrity fibre sealant	Set under a heat source	milk_shake® integrity leave in	Styling

## VERY DAMAGED HAIR - INTENSIVE RECONSTRUCTION SERVICE

On very damaged hair, the treatment can be made stronger by combining these three products with other products from the integrity system.

1. cleanse the hair with **milk\_shake®** deep cleansing shampoo
2. divide the hair into four sections and apply **milk\_shake®** integrity rebuilder evenly.
3. dry the hair 70% with a blow-dryer
4. apply **milk\_shake®** integrity leave in insisting on the most damaged lengths and ends
5. apply **milk\_shake®** integrity fibre sealant and massage with the fingertips. Comb through to guarantee an even distribution of the product
6. leave in for 10 minutes under a heat source
7. rinse well and apply **milk\_shake®** integrity nourishing conditioner (on fine hair) or **milk\_shake®** integrity intensive treatment (on coarse hair) and leave in for 5 minutes
8. rinse and proceed with styling.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
milk_shake® deep cleansing shampoo	milk_shake® integrity rebuilder	Dry 70%	milk_shake® integrity leave in	milk_shake® integrity fibre sealant	Set under a heat source	milk_shake® integrity nourishing conditioner	Styling
						milk_shake® integrity intensive treatment	


## DESTRUCTURED HAIR - RESTRUCTURING SERVICE

In this case, with slightly damaged hair, just one step is needed to give life to the hair.

1. cleanse with **milk\_shake®** deep cleansing shampoo
2. apply **milk\_shake®** integrity fibre sealant and massage with the fingertips. Comb through to guarantee an even distribution of the product
3. leave in for 10 minutes under a heat source
4. rinse well and apply **milk\_shake®** integrity leave in
5. proceed with styling.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
milk_shake® deep cleansing shampoo	milk_shake® integrity fibre sealant	Set under a heat source	milk_shake® integrity leave in	Styling

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discover all the benefits  
for your hair  
held within the  
**milk\_shake**  
integrity system