



**z.one concept™**  
North America

**milk  
shake®**  
**k-respect**  
keratin system

#Ilearnfromhome



**milk**  
**shake**<sup>®</sup>

**k-respect**  
keratin system



# WHY CHOOSE k-respect?

- **RESPECTS** the integrity of the hair
- **RESPECTS** the health of the stylist and their guests
- **RESPECTS** the law
- **RESPECTS** the nature



Naturally-  
sourced  
active  
ingredients

We have always dedicated our attention to combining technology and nature.

In **milk\_shake**® k-respect the search for active ingredients was oriented towards the choice of ingredients that nourish the hair with an anti-frizz action.

We have chosen oils from the Amazon rainforest which have always been used by women to nourish their body and hair.

Innovation  
and a low  
environmental  
impact

By purchasing **milk\_shake**<sup>®</sup> k-respect not only are you choosing an intelligent solution for your health, but you are also helping to respect the environment around you.

The packaging has been created to  
\_reduce waste and the products' environmental impact

\_make our carbon footprint more sustainable

\_satisfying the needs of the more eco-conscious consumers.



Innovation  
and a low  
environmental  
impact

With the first purchase, each k-respect product will be given with the reusable dispenser, so the following purchases need only be for refills.



dispenser riutilizzabile



This will help to significantly reduce the plastic used:  
35% to 55% less\* compared to traditional packaging of the same capacity.



---

-55%  
**PLASTIC**

salon size shampoo and conditioner



---

-45%  
**PLASTIC**

smoothing treatment



---

-35%  
**PLASTIC**

retail size shampoo and conditioner

---



milk  
shake<sup>®</sup>

k-respect  
keratin system

what's good for the planet  
**is good for us**

**milk**  
**shake**<sup>®</sup>  
**k-respect**  
keratin system

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# THE MARKET

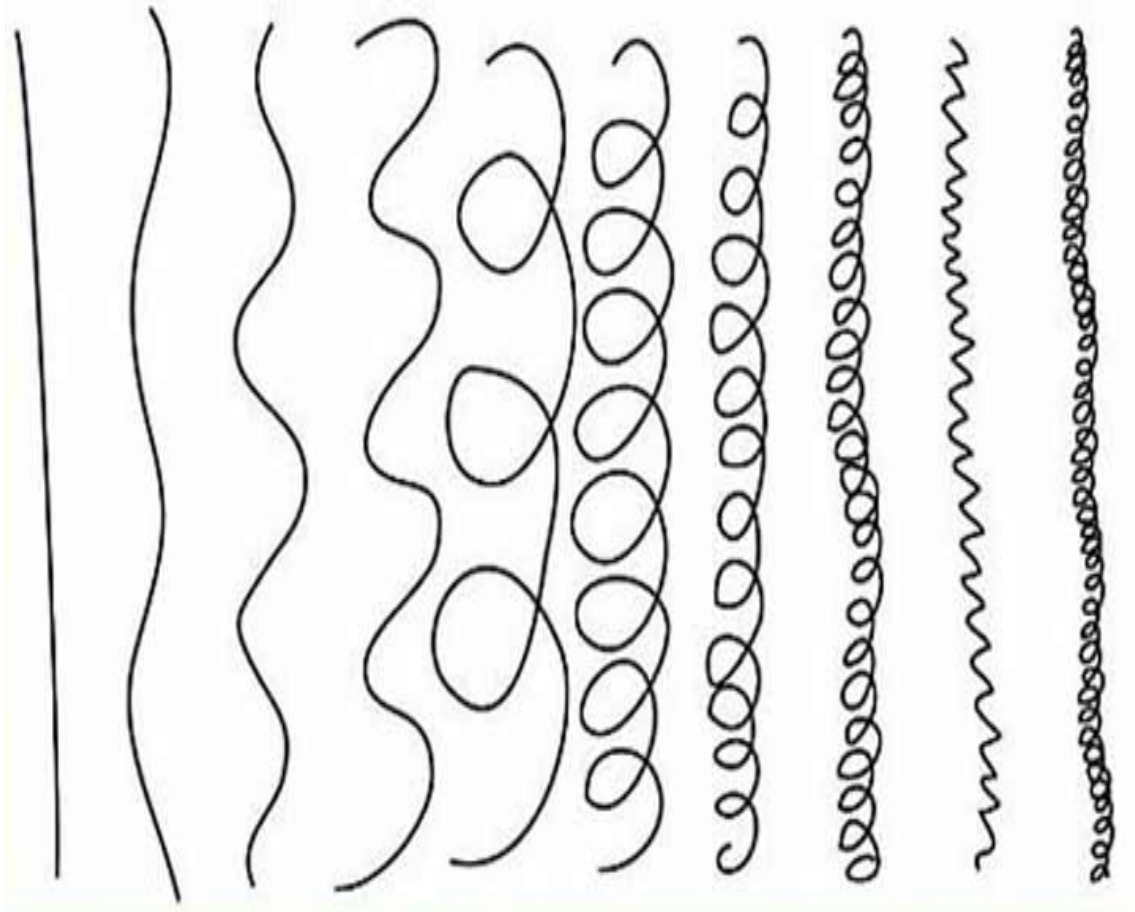


The reasons could be:

**«I HAVE CURLY, FRIZZY HAIR»**

**«I WANT STRAIGHTER, HEALTHIER  
AND SHINIER HAIR»**

**milk  
shake®**  
**k-respect**  
keratin system



# THE SHAPE OF THE HAIR

# Let's examine two different needs:

## NEED 1

### FRIZZY HAIR

#### NEED:

Manage an alteration of the structure

## NEED 2

### WAVY/CURLY HAIR

#### NEED:

Modify the shape of the hair

# VISIBLE CONSEQUENCES ON FRIZZY HAIR

Hair grows unevenly

Hair doesn't hold styles

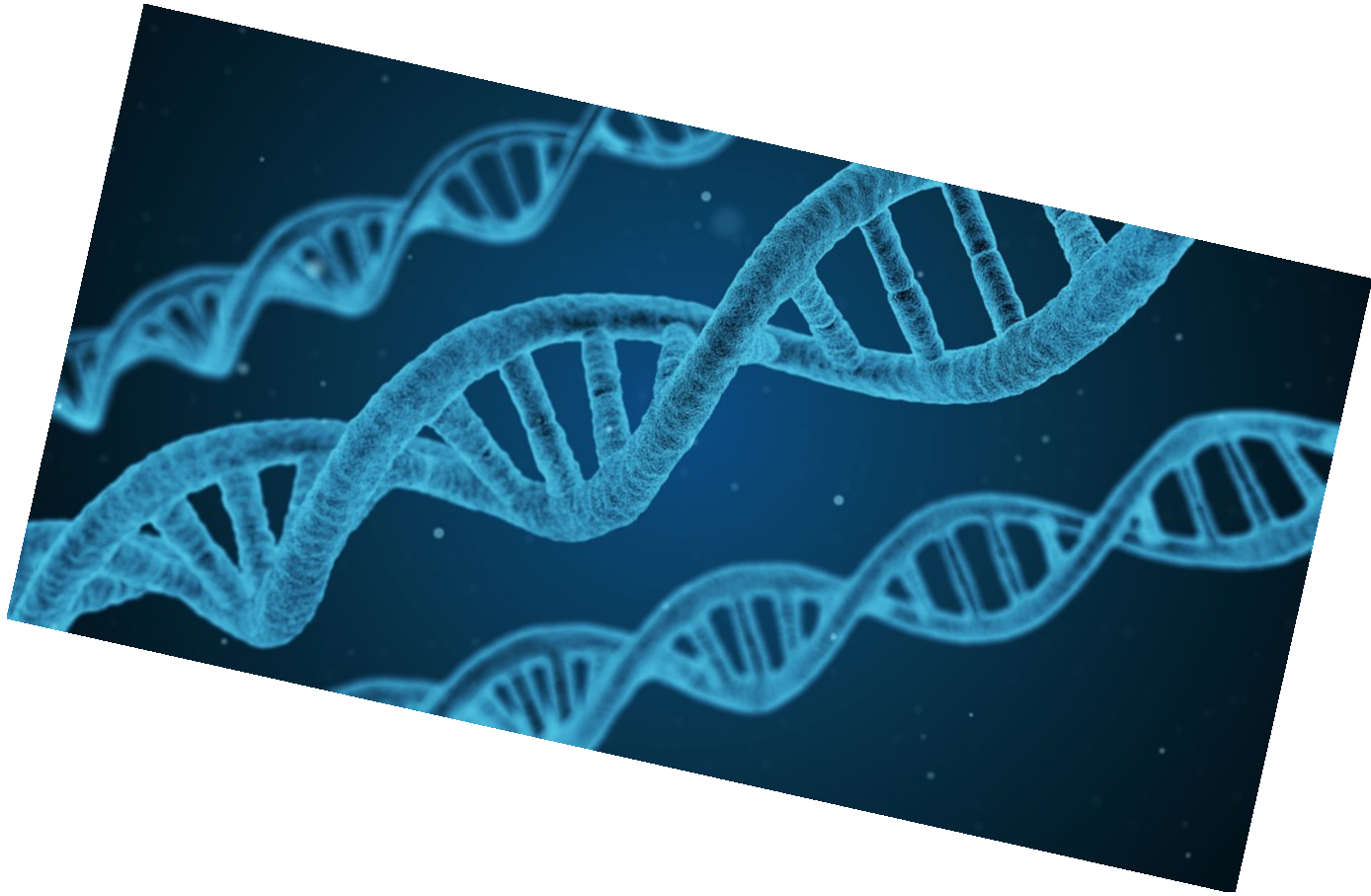
Hair is rough and dry

Hair lacks lustre

## A TREATMENT IS NECESSARY TO:

- Improve the condition of the hair
- Reduce volume
- Fight frizz
- Give shine
- make hair easy to manage at home





# THE EVOLUTION OF SMOOTHING TREATMENTS

milk  
shake®  
k-respect  
keratin system

# THE EVOLUTION OF SMOOTHING TREATMENTS

## PAST

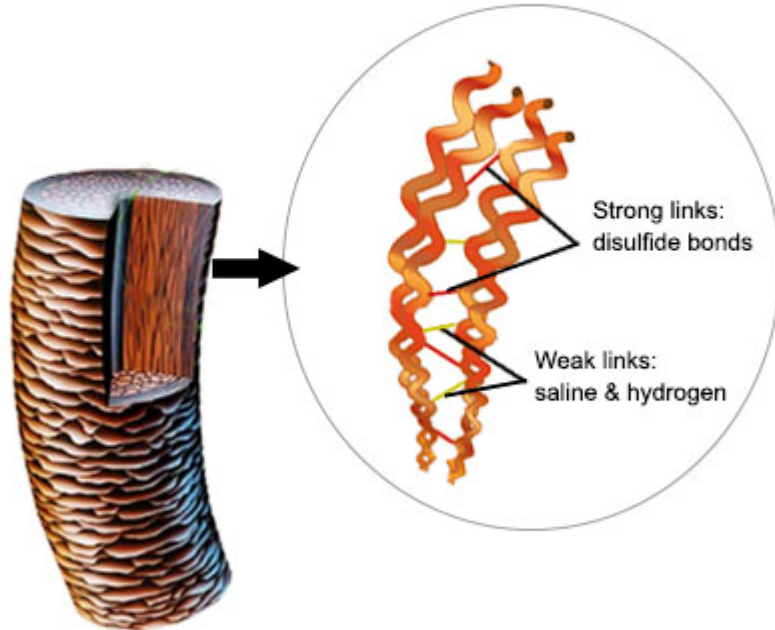
Classic straightening with reducing agents

**PROS:** super straight effect

**CONS:** not very natural

# CLASSIC STRAIGHTENING WITH REDUCING AGENTS

Hair structure, strong links and weak links



The transformation of the natural shape of the hair happens in three phases:

1) A chemical action  
The breaking of bonds (disulfide bonds)

2) A physical action  
Keeps the hair straight

3) A chemical action  
Creates new bonds

# THE EVOLUTION OF SMOOTHING TREATMENTS

## YESTERDAY

keratin straightening with formaldehyde

**PRO:** natural straight effect

**CONS:** harmful for hairdresser and client

# STRAIGHTENING WITH KERATIN AND FORMALDEHYDE

**FORMALDEHYDE** is an organic compound in vapor, characterized by a pungent smell that can cause irritation to the eyes, nose and throat, sneezing, coughing, fatigue and skin irritation.

For years **FORMALDEHYDE** was considered among preservatives allowed by the EU in cosmetics before being forbidden following a classification, connected to the workplace, of its toxicity through inhalation.

# THE EVOLUTION OF STRAIGHTENING TREATMENTS

TODAY

**KERATIN**

**GLYOXILIC ACID**

The benefits of innovative new products are maintained,  
without the risk for health via inhalation

# HOW DO THESE TREATMENTS WORK

To better appreciate the usefulness of these treatments, it's important to know how they act

## THE MAIN FACTORS

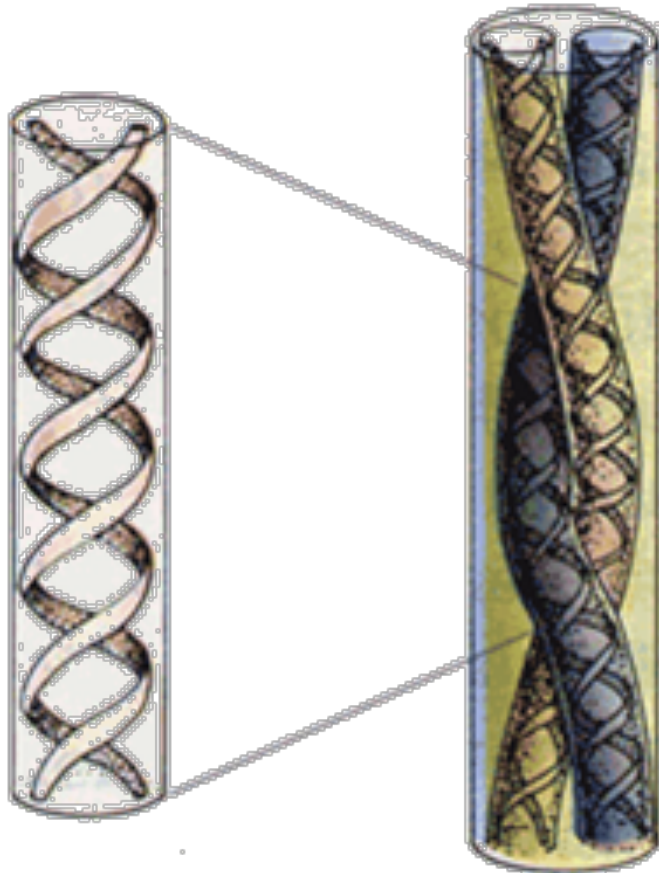
### HAIR

- Keratin
- Strong bonds (disulfide bridges)

### TREATMENT

- Glyoxylic acid
- Regenerating protein substances

# THE HAIR



Keratin is the main substance that makes up the hair

It is composed of a series of amino acids

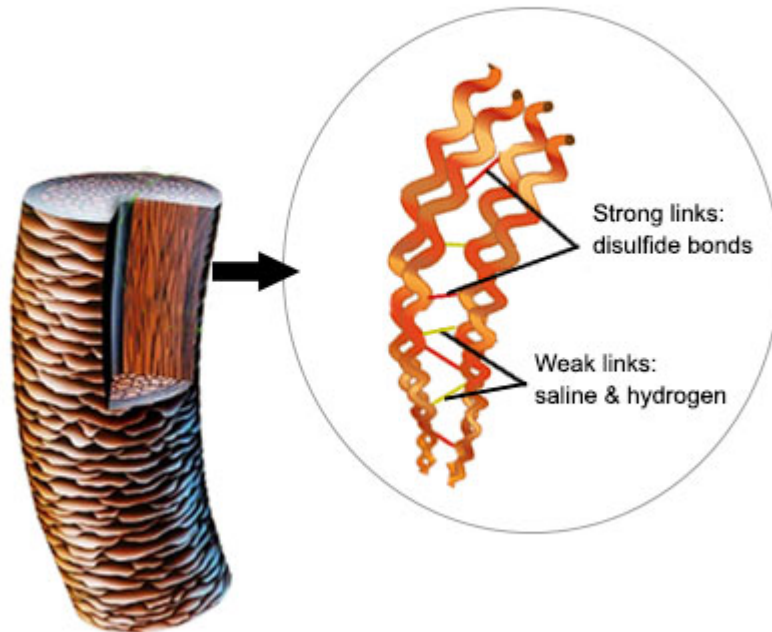
The threads of keratin have a **helix shape** and are held together by a **series of transversal bonds**



In the traditional hair straightening process, once these bonds are interrupted with a reducing action, they are recomposed with an antioxidant action, giving the hair a new shape.

**NEW SMOOTHING TREATMENTS NO LONGER BREAK THESE BONDS, INSTEAD THEIR REPOSITIONING HAPPENS THROUGH 2 PHASES:**

Hair structure, strong links and weak links

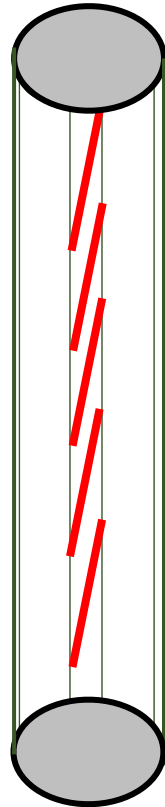


## 1<sup>st</sup> STEP

GLYOXILIC ACID + TEMPERATURE

This combination produces energy that makes the molecules vibrate

This weakens the sulfide bonds



## 2<sup>nd</sup> STEP

### MECHANICAL ACTION

The heat of a straightener and the mechanical action that happens through straightening of each section of the hair enhances the smoothness, the moving and the repositioning of the bonds (disulfide bridges) into their new position

## SUMMARY:

With this technology (**k-respect**) no bond is broken

## ADVANTAGES:

- Healthier hair
- Straighter hair
- Shinier hair
- Less frizz

WHAT IS ? milk\_shake **k-respect**

milk  
shake®  
**k-respect**  
keratin system

milk  
shake®  
k-respect  
keratin system

Highly efficient smoothing treatment that modifies the shape of the hair fibre, making it smooth and stable over time, without damaging the hair.

Its action eliminates frizz, reducing drying time and making hair healthier and shinier, lasting from 3 to 5 months.



guarantees excellent results whilst respecting the hair, the client's health and the health of the hairdresser.

- — **no added formaldehyde**
- — **with naturally-sourced active ingredients**
- — **with a % of glyoxal in line within regulations**



LET'S GIVE THE CORRECT  
INFORMATION ONCE AND FOR ALL



# MARKET OF SMOOTHING TREATMENTS

Most straightening products sold today contain Glyoxilic acid.

It's an organic acid without limits to its use, which gives a medium/long-term straight effect without damaging the hair.

Cosmetic Regulations limit the amount of **glyoxal**, a residual impurity which can be damaging to health.

Cosmetic products cannot contain more than 100ppm (0.01g per 100g).

**A FORMULA EVALUATED BY Z.ONE CONCEPT™ R&D  
LABS AND OTHER EXTERNAL LABORATORIES.**

## Rapporto di prova

Rapporto N°: **0326/19-01****PANZERI DIFFUSION S.r.l.**

Via Brodolini, 30  
21046 Malnate VA

Descrizione: Milk\_Shake K-Respect Treatment  
Aspetto: crema bianca  
Lotto: S09180959  
Codice interno: 0326/19  
Prelevato da: cliente  
Data prelievo: n.p. Data arrivo Campione: 18/01/2019  
Data inizio prova: 13/02/2019 Data fine prova: 14/02/2019

Parametri	Metodo	U.M.	L.R.	Risultati	Limiti*
Glyoxal [CAS 107-22-2]	M.I. (Rif. HPLC n. 0017)	%	0,0001	< 0,0001	0,01

\*Rif. Legisl.: Reg. CEE 1223/2009 Annex III/194

Note:

L.R.: Limite di rilevabilità metodologica  
U.M.: Unità di Misura

Verbania, 14/02/2019

Il Responsabile



# NO GLYOXAL DETECTED

## ≤ 0.001 ppm/g

I risultati analitici si intendono riferiti esclusivamente al campione analizzato presso questo Laboratorio.  
Il presente Documento non può essere riprodotto parzialmente, salvo approvazione scritta da parte del Laboratorio

### Sede legale e laboratorio analisi

Via Quarantadue Martiri 213/B  
28924 Verbania/VB  
Italia  
Pho. +39 0323 586239/496041  
Fax +39 0323 496877  
info@abich.it  
CF/VAT/Reg. Imp. VCO: 01864020035  
R.E.A.: 189901  
Cap. Soc. € 116.000,00 i.v.

### Studi Clinici e Cosmetologici

Via Bruno Buozzi 4  
Via Burrone 51 - Edificio C  
20090 Vimodrone/Mi  
Italia

www.abich.it  
www.abich.ca

## RAPPORTO DI PROVA / TEST REPORT

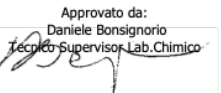
Rapporto n° Report no.	Data di emissione Issue date	Cliente Customer
<b>01570.19C00001</b>	<b>19/02/2019</b>	<b>PANZERI DIFFUSION S.R.L.</b> <b>1570</b>
Data ricevimento campioni Date of receipt	Data inizio analisi Start of analysis	Data fine analisi End of analysis
<b>18/01/2019</b>	<b>15/02/2019</b>	<b>19/02/2019</b>
Nome campione Sample		VIA BRODOLINI, 30 21046 MALNATE VA
<b>MILK SHAKE K-RESPECT TREATMENT</b>		
Codice Sample code	Lotto Sample batch	Data lotto Batch date
<b>trattamento lisciante</b>	<b>S09180959</b>	<b>10/01/2019</b>
Descrizione prodotto Sample description	Settore Product sector	Coll. n° No. pack.
	<b>Cosmetico/Cosmetic</b>	<b>1</b>
		Tipo di analisi Type of analysis
		<b>Chimico/Chemistry</b>
		Aspetto Sample appearance
		<b>n.a.</b>
Procedura di campionamento Sampling plan	Campionamento eseguito da Sampling by	Campionamento eseguito il Date of sampling
<b>n.a.</b>	<b>cliente/customer</b>	Riferimento legislativo Legislation reference
Descrizione analisi Test description	UdM UoM	Risultato Result
<b>C00046 - Glicosale, titolo</b>	<b>mg/kg</b>	<b>&lt; 10</b>
<b>Glyoxal, assay</b>	<b>mg/kg</b>	<b>Far.AC059 REV.1 DEL 15/03/2006</b>

### FINE DEL RAPPORTO DI PROVA / END OF TEST REPORT

(1): Metodo interno se non altrimenti specificato / Internal Method if not specified differently  
(2): Limite di Rilevabilità / Limit of Detection  
(3): Limite di Quantificazione / Limit of Quantification  
(4): Incertezza estesa, calcolata come  $k = 2$ , corrispondente ad un livello di fiducia di circa il 95%. I risultati delle prove microbiologiche sono emessi in accordo a quanto previsto dalla norma ISO 7218:2007/Amd 1:2013. / Extended uncertainty, calculated with  $k = 2$ , corresponding to a confidence level of about 95%. Results of testing according to ISO 7218:2007/Amd 1:2013.

Le analisi sono state eseguite con le metodiche indicate | I Risultati di analisi si riferiscono esclusivamente al campione sottoposto alla prova. | Archiviazione dati e campioni: i dati grezzi e i tracciati cromatografici sono archiviati per 5 anni, i controcampioni sono conservati per 1 mese. | Il presente Rapporto può essere riprodotto solo per intero. La riproduzione parziale deve essere autorizzata con approvazione scritta di Complife Italia S.r.l.  
Analysis have been carried out according to the above indicated methods. | Analysis results refer only to the tested sample. | Raw data and chromatograms are kept for 5 years; test items are kept for 1 month. | This Report can be reproduced only as whole. Partial reproduction must be authorized in writing by Complife Italia S.r.l.

Approvato da:  
Daniele Bonsignorio  
Tecnico Supervisor Lab.Chimico



### Complife Italia S.r.l.

info@complifegroup.com  
PEC complifeitalia@legalmail.it  
complifegroup.com

Sede di Garbagnate Milanese (MI):  
Via Guido Rossa, 1  
20024 Garbagnate M.se (MI) Italy

+39.02.990.25138  
+39.02.990.25007

Sede di S.Martino Siccomario (PV)  
Via Monsignor Angelini, 21.  
27028 S.Martino Siccomario (PV)

+39.0382.25504  
+39.0382.536006

Sede legale: Via Guido Rossa, 1 20024 Garbagnate M.se (MI) Italy, I.P.I./C.F. 1093320155  
Capitale Sociale € 161.834 i.v., C.C.I.A.A. MI 1437929 - Registro Società N. 342215  
Centro di Saggio operante in BPL - Sistema di gestione qualità certificato ISO 9001

**RAPPORTO DI PROVA 19/000076166**  
**TEST REPORT N. 19/000076166**

data di emissione /date of issue 28/02/2019

Codice intestatario  
Customer ID 0067667

Spett.le/Messrs  
PANZERI DIFFUSION SRL  
VIA BRODOLINI 30  
21046 MALNATE (VA)  
IT

**Dati campione**  
**Sample information**

Numero di accettazione  
Acceptance number 19.501621.0001

Consegnato da  
Delivered by DHL International il 18/01/2019 / DHL International on 18/01/2019

Data ricevimento  
Receiving Date 18/01/2019

Proveniente da  
Place of origin PANZERI DIFFUSION SRL VIA BRODOLINI 30 21046 MALNATE (VA) IT

Descrizione campione  
Sample Description MILK SHAKE K-RESPECT TREATMENT S09180959

**Dati campionamento**  
**Sampling information**

Campionato da  
Sampled by Cliente / Customer

**NO FORMALDEHYDE  
DETECTED**

**CHELAB S.R.L.**

segue rapporto di prova n. /follow test report n. 19/000076166

**RISULTATI ANALITICI**  
**ANALYTICAL RESULTS**

Valore/ Incertezza Value/Uncertain	U.M. Unit of measure	LoQ LoQ	LoD LoD	Data inizio fine analisi Start/end date of analysis	Unità op. Op.	Ri ga Ro w
---------------------------------------	-------------------------	------------	------------	---	---------------------	---------------------

**SUL CAMPIONE TAL QUALE / ON SAMPLE AS IT IS**

FORMALDEIDE / FORMALDEHYDE Met.: MP 0053 rev 5 2017	n.r. / n.d.	mg/kg	300	300	22/01/2019- -27/02/2019	11	2
--	-------------	-------	-----	-----	----------------------------	----	---

**Unità Operative /Operative units**

Unità \Unit 11 : Via Marradi 41 Prato PO

**Information provided by the client**

Campionato da \ Sampled by: Cliente  
Luogo Prelievo \ Pick Address: PANZERI DIFFUSION SRL VIA BRODOLINI 30 21046 MALNATE (VA) IT  
Descrizione \ Description: MILK SHAKE K-RESPECT TREATMENT S09180959

laboratori che effettuano analisi nell'ambito delle procedure di autocontrollo delle industrie alimentari ai sensi  
016.  
list of the laboratories of the Regione Toscana which perform analyses as regards the procedures for the  
01 03/07/2008.

**Chemical responsible**

**Dott. Enrico Nieddu**

Chimico  
Ordine dei chimici - Provincia di Treviso  
Iscrizione n. A339

Num. certificato 18131992 emesso dall'ente  
certificatore ArubaPEC S.p.A. NG CA 3, ArubaPEC  
S.p.A., IT

**Laboratory manager**

**Dott. Sébastien Moulard**

Num. certificato 18132016 emesso dall'ente  
certificatore ArubaPEC S.p.A. NG CA 3, ArubaPEC  
S.p.A., IT

# ACTIVE INGREDIENTS

The protein substances within

milk  
shake®  
k-respect  
keratin system



### milk proteins

- strong supplementing action, protecting the hair's structure
- give strength and resistance to the hair fibre
- condition the hair gently and naturally.



### organic babassu oil

- an oil from the Amazon that is highly compatible with the hair fibre
- it integrates the lipidic component of the hair, helping to repair the damaged areas of the hair
- it protects fragile hair, reducing the probability of breakage and split ends..



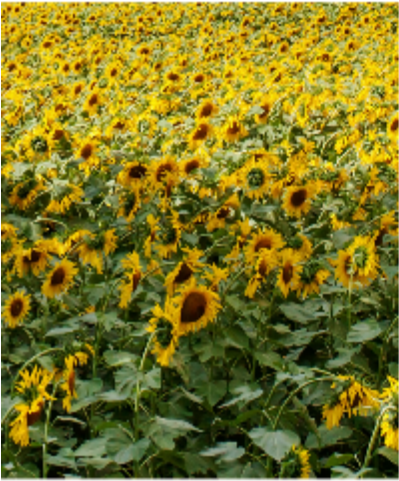
### hydrolysed keratin

- strong supplementing action, protecting the hair's structure
- covers the shaft, helping to hydrate and repair the damaged areas of the hair
- counteracts frizz with its antistatic effect, conditioning the hair.



### UV filter

- protects from UV rays
- counteracts colour fading
- counteracts the damage and weakening of the hair shaft caused by dehydration.



### integrity 41®

- sunflower extract, rich in anti-oxidant polyphenols
- protects from free radicals and stress factors that damage hair
- help to maintain colour stability over time.



### organic muru muru butter

- butter from the Amazon that is exceptionally rich in fatty acids that are similar to keratin
- it waterproofs the cuticle, counteracting the absorption of humidity
- it increases the cohesion of the scales of keratin, smoothing the surface of the hair.



### organic buriti oil

- an oil from the Amazon rich in oleic acid and carotenoids, and especially vitamin A
- covers the shaft, making it shinier and smoother during combing
- creates a protective film against heated tools and brushing.



### organic fruit extracts

- goji berries: condition the scalp and hair
- papaya: a natural source of vitamins, minerals and antioxidants to protect hair
- strawberry: rich in phytonutrients for shiny hair that is full of life.



### sunflower oil

- natural emollient, extracted from the seeds through pressing
- counteracts dryness and makes hair soft
- has a protective action with its antioxidant vitamin E content.





# CONSUMER profile

- For clients with frizzy hair
- For clients who use blow-dryers and straighteners to straighten their hair
- For clients who want to reduce blow-drying time
- For clients who want to maintain their style despite humidity
- For clients who want to reduce or eliminate volume
- For clients who need to smoothen their hair easily



# SOME RULES FOR EXCELLENT RESULTS



analysis of the structure

hair preparation

the application

temperature of the straighteners

dexterity using straighteners

at home maintenance

# ANALYSIS OF HAIR STRUCTURE



We remind you that this treatment acts on keratin and bonds within the hair.

Very damaged hair could not have good results in terms of smoothness and duration.

Reconstruction services in the weeks leading up to the treatment could guarantee greater performance.

**BUT.....**

integrity  
RECONSTRUCTION  
- S Y S T E M -

# ANALYSIS OF HAIR STRUCTURE

IN THE CASE OF DAMAGED OR VERY DAMAGED HAIR AND IF THE CLIENT CAN'T COME TO THE SALON TO DO AN INTEGRITY HAIR RECONSTRUCTION SERVICE, IT IS POSSIBLE TO APPLY **STEP A OF INTEGRITY HAIR RECONSTRUCTION** TO THE DAMAGED AREAS OF THE HAIR AFTER CLEANSING WITH THE PREPARING SHAMPOO!



## OPERATIONAL STEPS

1. preparing shampoo
  2. Step A integrity hair reconstruction
  3. Dry hair 90%
  4. Apply the smoothing treatment
- Proceed with the following steps*

# HAIR PREPARATION



The preliminary cleansing phase is very important to guarantee greater adhesion and effect of the treatment

The cleanser to be used must be alkaline to guarantee opening of the cuticle and penetration of the treatment within the hair

The lathering must be light at the roots whereas on lengths it's best to insist a bit more

# THE APPLICATION

The application is an important phase to obtain the best results.

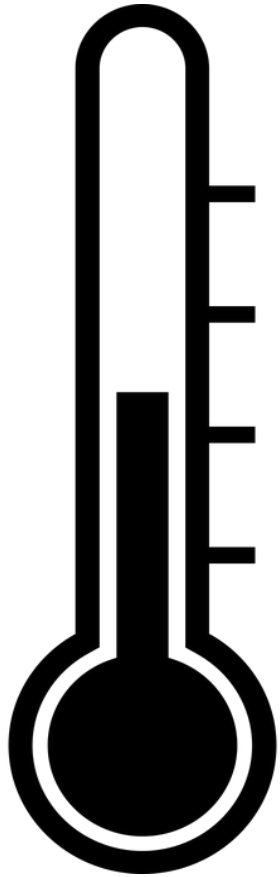
The sections will be determined by the final objective and the tone of the curls/waves.

For greater smoothing results, the sections must be max. 1/2" inch wide, whereas in other cases sections can be 1"inch wide.

The quantity of the product must not be excessive, but neither scarce.

For best smoothing results, it's preferable to comb the cream over lengths and ends with a fine tooth comb to reduce volume, or if to maintain waves, with a wide tooth comb.

# TEMPERATURE OF THE STRAIGHTENERS



Temperature has its fundamental importance.

The smoothing of bonds happens via the temperature that induces vibrations in the molecules, combined with the straightening action that happens on sections of the hair that is straightened with straighteners.

The temperature is conditioned by the hair's structure, but must never be below 355°F or more than 445°F

## TEMPERATURE TIPS:

damaged hair: **355°F - 370°F**

slightly damaged hair: **355°F - 390°F**

natural hair in good condition: **390°F - 445°F**

# DEXTERITY WITH THE STRAIGHTENERS



The vulcanization phase is another important moment.

In this phase, the smoothing of bonds happens as well as the vulcanization of protein substances.

It's very important to not iron the hair too slowly if the hair is very damaged or bleached, but it is important to guarantee to straighten the hair with the correct amount of strokes.

On ends, it's preferable to iron quickly, whereas on the base (roots) where the hair is more resistant, it's important to insist with a greater number of strokes.

## **TIPS ON FLAT IRON PASSES:**

**7 times at medium speed**

**15 times at a fast speed**



# THE SYSTEM



milkshake®  
k-respect  
keratin system



## **In Salon & Home Care**

Maintenance products to use in the salon and at home are fundamental to prolong the duration of the treatment

The  
**milk\_shake®**  
k-respect  
begins in the  
salon with the  
smoothing anti-  
frizz treatment

## preparing shampoo

purifying shampoo for all hair types

Cleanses deeply, maintaining the hydration balance of the hair. Its alkaline pH helps to open the cuticles to prepare the hair for the straightening treatment.

**Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary.



The  
milk\_shake®  
k-respect  
begins in the  
salon with the  
smoothing anti-  
frizz treatment

## smoothing treatment

smoothing anti-frizz treatment for hair

A professional treatment for all hair types to remove frizz and create a long-lasting straightening action on the hair.

Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action.



# AT HOME

## **MAINTENANCE**

It is obvious that the right products are needed to maintain the service at home.

Shampoo and conditioner must be chosen carefully and formulated with the main characteristics of the service

At home maintenance is fundamental to prolong the duration of the treatment

## smoothing shampoo

anti-frizz shampoo for hair

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and integrity 41® for hair colour protection.

**Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with **milk\_shake® smoothing conditioner**.



At home maintenance is fundamental to prolong the duration of the treatment

## smoothing conditioner

anti-frizz conditioner for hair

The ideal conditioner to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and integrity 41® for hair colour protection.

**Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



At home maintenance is fundamental to prolong the duration of the treatment

**NEW**

## smoothing maintainer mist

protective anti-frizz spray for hair

A treatment spray:

- \_with an **anti-frizz and anti-humidity effect**
- \_that helps to **maintain the hairstyle**
- \_that **facilitates drying and reduces drying time**
- \_that **protects hair** from environmental aggressors.

**Use:** apply generously over lengths and ends over clean, damp hair. Comb through and proceed with styling.





milk  
shake®  
k-respect  
keratin system

## new concept formula

An innovative formula that guarantees extraordinary effects for clients who love to maintain the effects of the milk\_shake® k-respect treatment for longer, or want to have a smoothing effect that lasts 3-4 washes



# THE SERVICES

milk  
shake®

k-respect  
keratin system

# THE SMOOTHING ANTI-FRIZZ SYSTEM CREATES 4 IN-SALON SERVICES

## \_ intense smoothing treatment

- perfectly smooth silky hair
- lasts 3-5 months

## \_ anti-frizz service

- smoothens naturally, eliminates volume and frizz
- lasts 3-5 months

## \_ perfect curl service

- eliminates frizz and controls curls
- lasts 3 months

## \_regenerating service

- maintain natural shape of the hair, body and shine , eliminate frizz,
- lasts 4 weeks

milkshake  
k-respect  
keratin system

milk  
shake®  
k-respect  
keratin system

# Intense smoothing treatment

- smooth effect  
lasts 3-5 months



- **Cleanse with preparing shampoo**
- **Dry 90%**
- **Apply K Respect treatment** (max 1/2" wide sections using fine tooth comb)
- **Processing time 30 mins**
- **Dry 100%** (bow dry with flat brush)
- **Flat Iron** (max 1" sections).
- **light shampoo using smoothing shampoo & smoothing conditioner**
- **Proceed to style -Blow-dry, spray milk\_shake incredible oil over hair to give flexibility and softness**

milk  
shake®

k-respect  
keratin system

# anti-frizz service

- smoothens naturally, eliminates volume and frizz- lasts 3-5 months



- **Cleanse with preparing shampoo**
- Dry **90%**
- Apply **K Respect treatment** (1"-1 1/2" wide sections with fine tooth comb)
- Processing time 20 mins
- Partial rinse
- Dry 100% (bow dry with flat brush)
- Flat Iron (max 1" sections)
- light shampoo using **smoothing shampoo & smoothing conditioner**
- Proceed to style -Blow-dry, spray **milk\_shake** incredible oil over hair to give flexibility and softness

**milk  
shake**<sup>®</sup>

**k-respect**  
keratin system

# perfect curls services

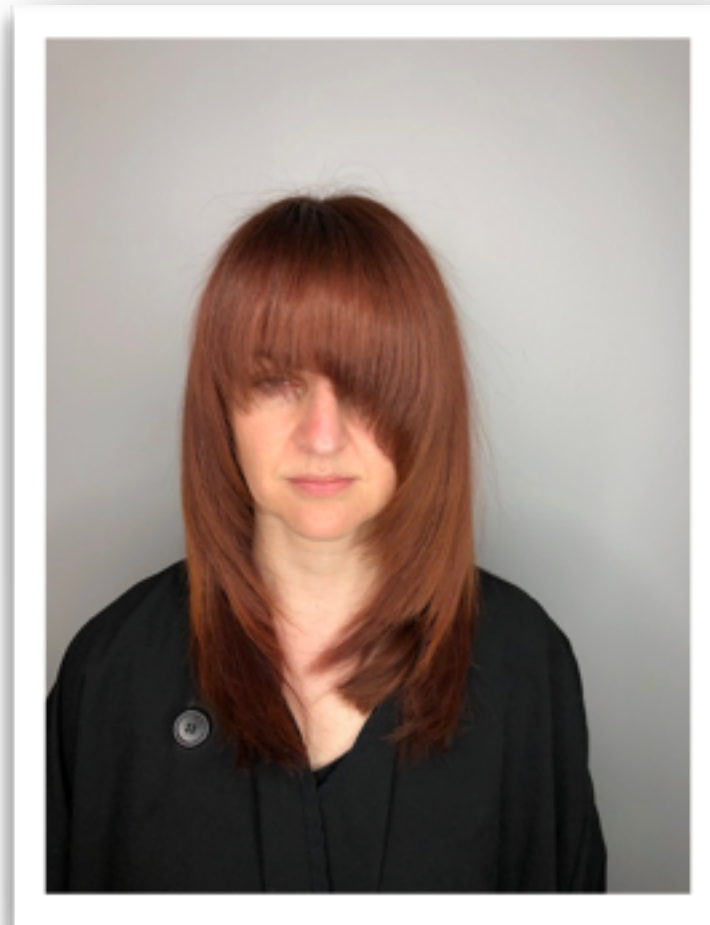
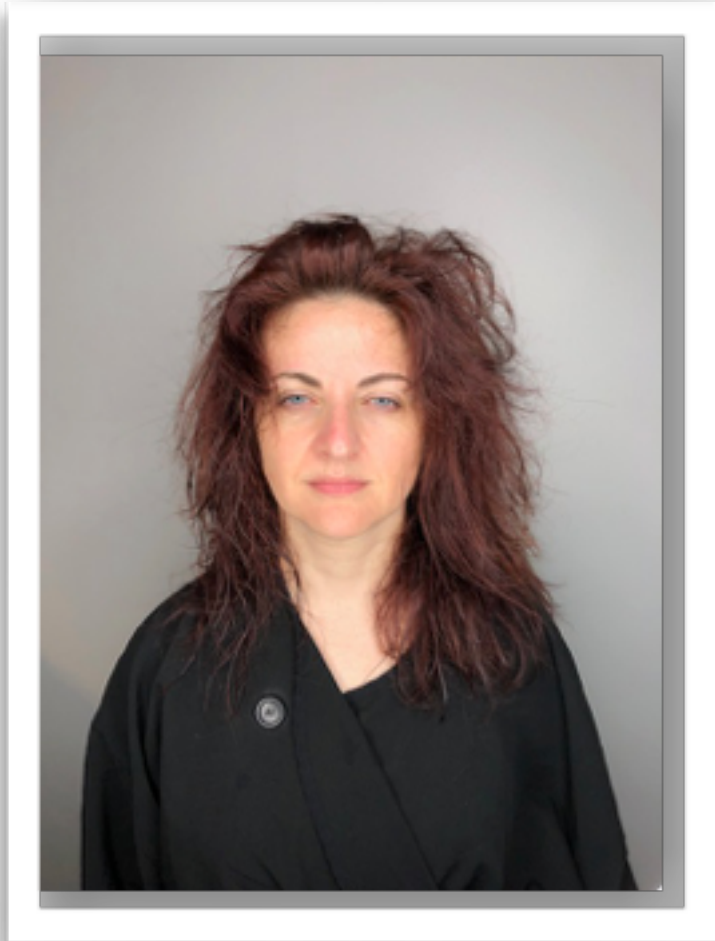
- eliminates frizz and controls curls
- lasts 3 months



- **Cleanse with preparing shampoo**
- **Dry 50%**
- **Apply K Respect treatment** (1"-1 1/2" wide sections using fingers tips to distribute product)
- **comb hair with wide tooth comb**
- **Processing time 20 mins**
- **Partial rinse**
- **Dry 100%** (bow dry with diffuser)
- **Curl hair with curling wand of desired choice** (max 1" sections)

# regenerating service

- keep hair in check
- lasts 4 weeks



- **Cleanse with preparing shampoo**
- Mix 40g **K Respect treatment** + 10 g. milk\_shake **natural milk mask**
- Apply like a mask on damp, hair and distribute with a wide tooth comb
- Processing time 15 mins under a heat source
- Rinse well / give light shampoo with milk\_shake k-respect smoothing shampoo and conditioner
- apply **smoothing maintainer mist** generously over hair
- Proceed with styling

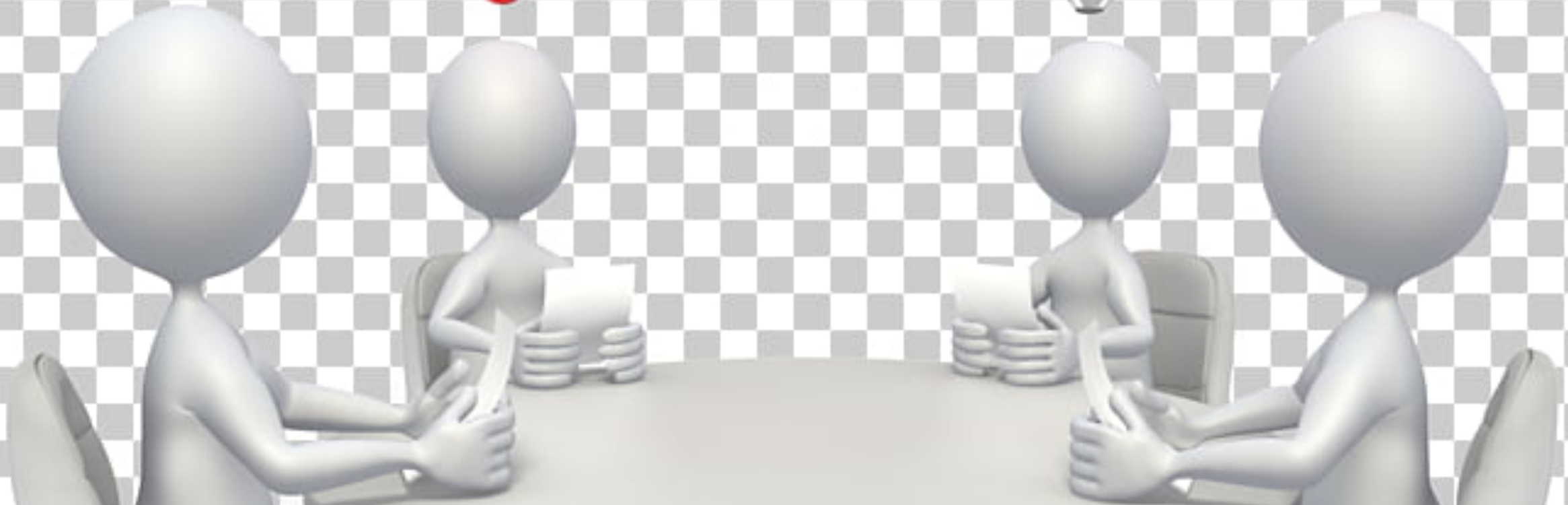


**NOW AVAILABLE**





**Time for questions**



**z.one concept™**

**Thank you, for being you , We appreciate YOU !**

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