



milk\_shake® PRO  
E D U C A T I O N

**THE MANUAL**  
z.one concept™ North America  
Product Portfolio

**2022**

# z.one concept™

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z.one concept™

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**MADE IN ITALY**  
LOVED EVERYWHERE

## PHILOSOPHY

The philosophy behind every z.one concept™ hair care and color product is to bring hair back to its natural state. From care and styling to lighteners and hair color, our products go further to treat and condition hair. Our secret? The right combination of natural ingredients and the latest innovations in hair care and hair color technology.

## HISTORY

z.one concept was created in 1999 by Ivano Panzeri in Italy-known as one of the most competitive hair product markets in Europe. The z.one brand was quickly recognized by industry expert for its innovation.

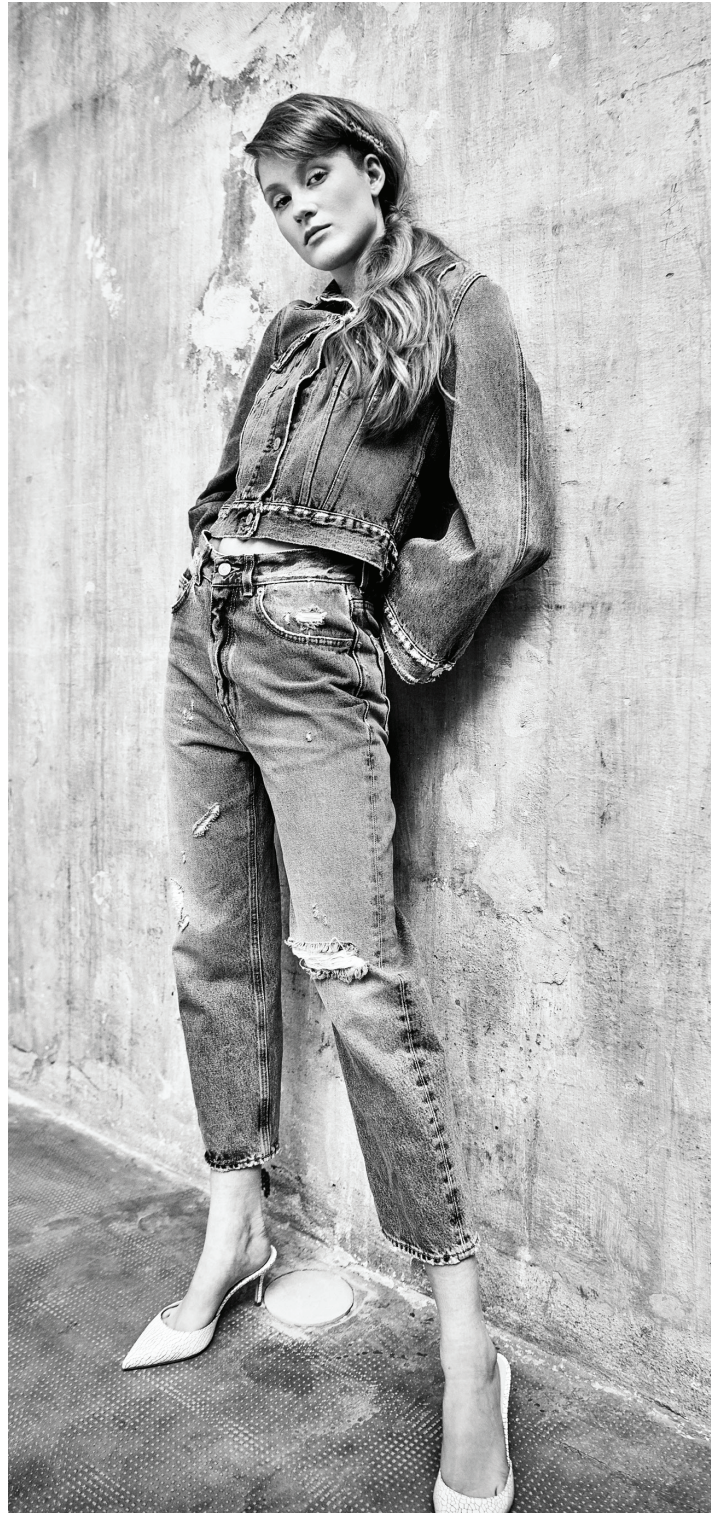
Panzeri's goal was to provide hair stylists with a fresh approach to achieving success, through technological advances and effective commercial and marketing strategies. With this business model, z.one concept soon acquired a significant share of the Italian market, and now exports its products to 60+ countries. In 2007, z.one concept took on a new challenge and entered North America. In a few short years it achieved a significant presence, and the brand is now represented through 23 distributors across US and Canada.

In late 2020 z.one concept was acquired by BlueGem CP, creating a professional haircare group under the title of BEAUTYNOVA. Under the leadership of CEO Stefano Banfo and BlueGem, BEAUTYNOVA will further accelerate the growth of the company.

## SALON SUPPORT

z.one concept offers a superior range of products, the latest in stylist education, and professional management training. Our approach provides important technical knowledge and greater communication between hair stylists and their customers. This leads to increased revenue and success.

From shampoos and conditioners to color and lighteners, these product lines offer a solution for every scalp and hair need. z.one concept products make great hair easy to achieve while offering everything you need to look amazing 365 days a year; from neve-fail styles to solution for frizz, limp tresses, dull color, hair loss and more!





## MISSION

We provide the best solutions to hairdressers for supplying their customers with the highest quality products and services and to make their business grow.



## PHILOSOPHY

To bring hair back to their natural state is the main philosophy that follows into making of every z.one concept's professional hair care product. From shampoos and styling products to color and lighteners, our products don't just perform their primary task, they treat and condition your hair inside and out.



## OVERVIEW

- / 21 years in business
- / 55,000 active clients worldwide
- / 62 distributors across the globe
- / 730 sales reps worldwide



## STRATEGY

- / Professional only brand dedicated to independent salons
- / Dedicated to the future and the growth of salons
- / Focused on education and marketing support
- / Promoting Italian mood and culture



## IDEAS

- / Innovative products and in-salon services
- / Set your salon apart from the competition
- / How to grow salon business
- / Products you can have fun with



## EMOTIONS

- / Natural and high quality ingredients
- / Appealing images and product packaging
- / Unique in-salon rituals
- / Create sensorial experiences

z.one concept™

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# MILK.SHAKE



z.one concept™  
EDUCATION

milk\_shake®

## milk\_shake®

### KEY INGREDIENTS

#### / milk proteins

Bind to the hair's structure providing strength and body.

#### / integrity 41®

A protective agent and concentrated glycolic extract of sunflower seeds titrated in polyphenols. Polyphenols are antioxidant agents that protect against free radicals and help protect color-treated and natural hair from free radical damage (e.g. UV irradiation, chemical treatments. etc.)

#### / amino acid complex

Building blocks that make up protein. The amino acid complex found in milk\_shake® are derived from wheat and soy.



**milk\_shake**<sup>®</sup> color care

Protection for color-treated hair



**KEY BENEFITS**

- / protects color-treated hair
- / improves color stability

**KEY ACTIVE INGREDIENTS**

- / Integrity 41<sup>®</sup>
- / Milk proteins



## Color Maintainer Shampoo

Protection for color-treated hair



### WHAT IS IT?

Sulfate- free hydrating and protective shampoo for color-treated hair.

### WHO IS IT FOR?

Anyone wanting to preserve, protect and hydrate their color, both artificial and/ or natural.

### WHAT DOES IT DO?

Gently cleanses the scalp and hair while maintaining the beauty and the vitality of color-treated hair. Milk proteins offer deep hair reconstruction. Our exclusive ingredients Integrity 41® improves color stability.

### HOW DO YOU USE IT?

Apply to wet hair. Lather and rinse, repeat if necessary. Follow with the appropriate milk\_shake® conditioner and/or treatment.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Sodium Myreth Sulfate, Sodium Chloride, Disodium Cocoamphodiacetate, Sodium Laureth Sulfate, Glycol Distearate, Citric Acid, Parfum (Fragrance), Cocamide MEA, Laureth-10, Guar Hydroxypropyltrimonium Chloride, Hydrolyzed Wheat Protein, Benzyl Alcohol, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, PEG-5 Cocomonium Methosulfate, Methylchloroisothiazolinone, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Methylisothiazolinone, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Tocopheryl Acetate.

## Color Maintainer Conditioner

Protection for color-treated hair



### WHAT IS IT?

Conditioner for color-treated hair.

### WHO IS IT FOR?

For all color-treated types looking to preserve the vitality of their color

### WHAT DOES IT DO?

Hydrates, protects, preserves and detangles color-treated hair. Milk proteins condition and restructure hair while Integrity 41® improves color stability, leaving hair soft and shiny.

### HOW DO YOU USE IT?

Apply to clean, damp hair. Comb through. Leave in 2 to 5 minutes, then rinse thoroughly. Style as desired.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Cetrimonium Chloride, Trimethylsilylamodimethicone, Parfum (Fragrance), Amodimethicone, C11-15 Pareth-5, C11-15 Pareth-9, Benzyl Alcohol, Butylene Glycol, Heliantus Annuus Seed Extract (Heliantus Annuus (Sunflower) Seed Extract), Citric Acid, PEG-5 Cocomonium Methosulfate, Trideceth-10, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Methylchloroisothiazolinone, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Methylisothiazolinone.



## Deep Color Maintainer Balm

Protection for color-treated hair

### WHAT IS IT?

Paraben free, intense maintenance conditioner for color-treated hair.

### WHO IS IT FOR?

Anyone looking for long-lasting color stability.

### WHAT DOES IT DO?

Improves color stability with a concentrate of milk proteins, Integrity 41<sup>®</sup> and quinoa proteins. Gives consistency and structure for deep protection. Leaves hair soft and shiny, strong and light.

### HOW DO YOU USE IT?

Apply to clean, damp hair. Leave in for 3 to 5 minutes. Comb through and rinse.

### INGREDIENTS

Aqua (Water), Myristyl Alcohol, Cetrimonium Chloride, Propylheptyl Caprylate, Behentrimonium Chloride, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Polyglyceryl-3 PCA, Dimethicone, Ethylhexyl Cocoate, Cetearyl Alcohol, Cocos Nucifera (Coconut) Oil, Hydrolyzed Quinoa, Hydrolyzed Milk Protein, Helianthus Annuus (Sunflower) Seed Extract, Butylene Glycol, Parfum (Fragrance), Coumarin, Eugenol, Limonene, Benzyl Alcohol, Glyceryl Caprylate, Glyceryl Undecylenate, Lactic Acid.



Radiant and vibrant highlights for blond hair.



## SHAMPOO, CONDITIONER AND LEAVE-IN CONDITIONER TO REVIVE BLOND HAIR

A range of products specifically formulated to turn up the brilliance of blond hair. The sweetness of camomile and honey enhance the colour of blond hair, leaving it incredibly soft to the touch.

Camomile's traditional properties revive the natural highlights of fair hair, leaving it shiny and luminous. Organic honey is prized for its nourishing properties, which render hair incredibly soft, silky and full of brilliant highlights. A beauty treatment that's perfect for the summer or to use throughout the year to revive and enhance golden and blond highlights.





## Sweet Camomile Shampoo

Radiant and vibrant highlight for blond hair

### WHAT IS IT?

SLS, SLES and paraben free revitalizing shampoo for blond hair.

### WHO IS IT FOR?

Blonds and highlighted hair.

### WHAT DOES IT DO?

Gently cleanses and brightens highlights and improves shine and luster in blond hair. Leaves hair incredibly soft and silky hair with shimmering highlights.

### HOW DO YOU USE IT?

Apply to damp hair, lather and rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Sodium Cocoyl Sarcosinate, Sodium Chloride, Parfum (Fragrance), Glycerin, Guar Hydroxypropyltrimonium Chloride, Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Mel (Honey), Carica Papaya (Papaya) Fruit Extract, Prunus Armeniaca (Apricot) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Butylene Glycol, Citric Acid, CI 19140 (Yellow 5), CI 16035 (Red 40), Methylchlorisothiazolinone, Methylisothiazolinone.



## Sweet Camomile Conditioner

Radiant and vibrant highlight for blond hair

### WHAT IS IT?

Paraben free conditioner for blond hair.

### WHO IS IT FOR?

Blonds and highlighted hair.

### WHAT DOES IT DO?

Softens and gently detangles, brightens highlights and improves shine in blond hair. Leaves hair soft and silky.

### HOW DO YOU USE IT?

Apply to damp clean hair. Massage and leave in for 1-3 minutes. Comb through and rinse.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Glycerin, Oryza Sativa (Rice) Bran Oil, Cetrimonium Chloride, Cyclopentasiloxane, Behenyl Alcohol, Cyclohexasiloxane, Dimethicone, Parfum (Fragrance), Aloe Barbadensis Leaf Juice, Panthenol, Tocopheryl Acetate, Chamomilla Recutita (Matricaria) Flower Extract, Mel (Honey), Carica Papaya (Papaya) Fruit Extract, Prunus Armeniaca (Apricot) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Phenoxyethanol, Caprylyl Glycol, Citric Acid, Butylene Glycol, CI 19140 (Yellow 5).

## Sweet Camomile Leave-in

Radiant and vibrant highlight for blond hair



### WHAT IS IT?

Paraben free revitalizing leave-in conditioner for blond hair.

### WHO IS IT FOR?

All blond hair types both colored or natural, textured or slightly dry.

### WHAT DOES IT DO?

Combines organic camomile extract known for its brightening properties and organic honey known for its nourishing benefits to create manageable, lustrous hair.

### HOW DO YOU USE IT?

Spray evenly on clean damp hair. Do not rinse.

### INGREDIENTS

Aqua (Water), PEG-40 Hydrogenated Castor Oil, Polyquaternium-22, Cetrimonium Chloride, Parfum (Fragrance), Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Mel (Honey), Carica Papaya (Papaya) Fruit Extract, Prunus Armeniaca (Apricot) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Polyquaternium-7, Phenoxyethanol, Caprylyl Glycol, Citric Acid, Butylene Glycol, Glycerin, CI 19140 (Yellow 5).

**milk\_shake**<sup>®</sup> silver shine

The secret to beautiful blond hair.

**Make your blond hair shine** with silver shine!



Blond hair requires special care in order to be radiant and healthy, especially if the hair has been lightened or bleached. Over time, repeated washing, technical treatments, external aggressors and brushing can all deprive blond hair of its natural beauty.

**KEY ACTIVE INGREDIENTS**

- / SLES Free: delicate cleansing action
- / Milk proteins: restorative action
- / Organic berry extracts: revitalizing action
- / Integrity 41<sup>®</sup>: antioxidant actions

**BLONDS /**

Blond hair is beautiful when it is radiant, has a pastel tone and doesn't have an excess of brassy or yellow tones. In everyday life, oxidizing agents such as UV rays, pollution and aggressive cleansers can deteriorate natural hair pigment and create a predominant warm tone.

**LIGHTENED HAIR /**

Hair lightening services work the hardest on eumelanin rather than on pheomelanin. At the end of the lightening service, this phenomenon can create a light blond with prevalent yellow tones, caused by an imbalance that leans towards pheomelanin, which is more resistant to the oxidizing process.

**GREY OR WHITE HAIR /**

With age, melanin production is reduced and, in some cases, stops altogether. This phenomenon is visible with the appearance of grey hair. When melanin is completely absent, hair is very light with a yellow tone.

The secret to beautiful blond hair.

**THE TONING STRENGTH  
OF THE PRODUCT**  
milk\_shake<sup>®</sup> silver shine

silver shine  
shampoo



silver shine  
whipped cream



silver shine  
light shampoo



silver shine  
conditioner



**GREATER  
TONING  
STRENGTH**



## Silver Shine Light Shampoo

The secret to beautiful blond hair



### WHAT IS IT?

A delicate SLES Free hair & scalp cleanser containing specific violet pigments. 50% less than silver shine shampoo Organic mixed berry extracts and milk proteins for shiny , healthy hair.

### WHO IS IT FOR?

Anyone with blond (natural or high lightened), grey or white hair looking remove unwanted yellow or warm tones.

### WHAT DOES IT DO?

Counteracts yellow tones in natural or lightened blond hair.

### HOW DO YOU USE IT?

Distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results leave in for 3 to 5 minutes.

### INGREDIENTS

Aqua (water), Ammonium, Lauryl Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Glycerin, Sodium Chloride, Rubus Fruticosus (Blackberry) Fruit Extract, Rubus Idaeus (Raspberry) Leaf Extract, SodiumBenzoate, Potassium Sorbate, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropl Guer Hydroxypropyltrimonium Chloride, Citric Acid, Methylchlorisothiazolinone, Methylisothiazolineone, Parfum (Fragrance), Benzyl Alcohol, Benzyl Benzoate, Benzyl Salicylate, Limonene, Linalool.

## Silver Shine Shampoo

The secret to beautiful blond hair



### WHAT IS IT?

SLES Free hair & scalp cleanser containing specific violet pigments. organic mixed berry extracts and milk proteins for shiny, healthy hair.

### WHO IS IT FOR?

Anyone with blond (natural or high lightened), grey or white hair looking to remove unwanted yellow or warm tones.

### WHAT DOES IT DO?

Counteracts yellow tones in natural or lightened blond hair.

### HOW DO YOU USE IT?

Distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results leave in for 3 to 5 minutes.

### INGREDIENTS

Aqua (water), Ammonium, Lauryl Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Glycerin, Sodium Chloride, Rubus Fruticosus (Blackberry) Fruit Extract, Rubus Idaeus (Raspberry) Leaf Extract, SodiumBenzoate, Potassium Sorbate, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropl Guer Hydroxypropyltrimonium Chloride, Citric Acid, Methylchlorisothiazolinone, Methylisothiazolineone, Parfum (Fragrance), Benzyl Alcohol, Benzyl Benzoate, Benzyl Salicylate, Limonene, Linalool.

## Silver Shine Whipped Cream

The secret to beautiful blond hair



### WHAT IS IT?

Creamy conditioning foam for blond or grey hair.

### WHO IS IT FOR?

Anyone with blond (natural or high lightened), grey or white hair.

### WHAT DOES IT DO?

Conditions hair while maintaining its moisture balance and preserving hair color. A special violet pigment neutralizes yellow and golden tones common in white, grey, blond and highlighted hair. Leaves hair shiny, soft and healthy.

### HOW DO YOU USE IT?

Shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.

### INGREDIENTS

Aqua (Water), Butane, Propane, Isobutane, Cetrimonium Chloride, Myristyl Alcohol, Amodimethicone, Trideceth-12, Tocopheryl Acetate, Rubus Fruticosus (Blackberry) Fruit Extract, Rubus Idaeus (Raspberry) Leaf Extract, Vaccinium Myrtillus Fruit Extract, Fragaria Ananassa (Strawberry) Fruit Extract, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Helianthus Annuus (Sunflower) Seed Extract, Phenoxyethanol, Parfum (Fragrance), Ethylhexylglycerin, Acid Violet 43, BHT, Citric Acid, Butylene Glycol, Sodium Benzoate, Potassium Sorbate, Benzyl Alcohol, Benzyl Benzoate, Benzyl Cinnamate, Benzyl Salicylate, Citral, Limonene, Linalool.

## Silver Shine Conditioner

The secret to beautiful blond hair



### WHAT IS IT?

A delicate paraben free hair and scalp conditioner containing specific violet pigments, organic mixed berry extracts and milk proteins for shiny and healthy hair.

### WHO IS IT FOR?

Anyone with blond (natural or high lightened), grey or white hair looking remove unwanted yellow or warm tones while maintaining a healthy condition to the hair.

### WHAT DOES IT DO?

Counteracts yellow tones in natural or lightened blond hair.

### HOW DO YOU USE IT?

Shampoo with your choice of Silver Shine Shampoo or Silver Shine Light Shampoo. Apply to clean damp hair, comb through. Leave on for 2-5 minutes, then rinse thoroughly.

### INGREDIENTS

Aqua (water), Myristyl Alcohol, Cetrimonium Chloride, Propyepyl, Caprylate, Behentrimonium Chloride, Hydrogenated Castor Oil/Sebacic Acid, Copolymer, Polyglyceryl-3 PCA, Dimethicone, Ethylhexyl Cocoate, Cetearyl Alcohol, Cocos Nucifera (Coconut) Oil, Helianthus Annuus (sunflower) Seed Extract, Hydrolyzed Milk Protein, Rubus Fruticosus (Blackberry) Fruit Extract, Rubus Idaeus, (Raspberry) Leaf Extract, Lactic Acid, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Acid Violet, Parfum (Fragrance), Citric Acid, Butylene Glycol Benzyl Alcohol, Benzyl Benzoate, Benzyl Salicate, Limonene, Linalool.

## Icy Blond Shampoo

The secret to perfect cool blond hair



### WHAT IS IT?

A shampoo that gently cleanses, with a specific black pigment.

### WHO IS IT FOR?

Specific shampoo for blond, natural or pre-lightened hair.

### WHAT DOES IT DO?

Gently cleanses hair with a special black pigment developed to remove yellow/brassy tones from blond or lightened hair, whilst giving a delicate ash tone. Milk proteins restructure the hair deeply giving hair a healthy radiant appearance.

### HOW DO YOU USE IT?

Apply evenly over damp hair, and lather leave in 1-3 minutes, then rinse. For more intense results, leave in up to 5 minutes, rinse and then proceed with Icy Blond Conditioner.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Disodium Laureth Sulfosuccinate, Glycerin, Glycol Distearate, Laureth-4, PEG-8 Dimethicone, Parfum (Fragrance), Oryza Sativa (Rice) Bran Oil, Helianthus Annus (Sunflower) Seed Extract, Vitis Vinifera (Grape) Seed Oil, Guar Hydroxypropyltrimonium Chloride, Hydrolyzed Milk Protein, Sodium Benzoate, Methylchlorisothiazolinone, Methylisothiazolinone, Magnesium Nitrate, Magnesium Chloride, Butylene Glycol, Hydrolyzed Quinoa, Soy Amino Acids, Wheat Amino Acids, Arginine HCl, Serine, Threonine, Sodium Hydroxide, Ethylhexyl Methoxycinnamate, Acid Violet 43, CI 77266 (nano) (Black 2), Diethylamino Hydroxybenzoyl Hexyl Benzoate, PVP, Dicaprylyl Ether, Decyl Glucoside, Glyceryl Oleate.

## Icy Blond Conditioner

The secret to perfect cool blond hair



### WHAT IS IT?

A conditioner that gives hair softness, formulated with a specific black pigment.

### WHO IS IT FOR?

A specific conditioner for blond, natural or pre-lightened hair.

### WHAT DOES IT DO?

It gives hair softness whilst counteracting yellow or brassy tones in blond or lightened hair, Provides cool ash tone. Milk proteins restructure the hair deeply, giving hair a healthy vibrant appearance.

### HOW DO YOU USE IT?

Apply evenly over clean damp hair, and leave in 1-5 minutes, then rinse. For more intense result, leave in up to 20 minutes, rinse.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Propylene Glycol, Behentrimonium Chloride, Glycerin, Cetrimonium Chloride, PEG-8 Dimethicone, Parfum (Fragrance), Argania Spinosa Kernel Oil, Hydrolyzed Milk Protein, Oryza Sativa (Rice) Bran Oil, Persea Gratissima (Avocado) Oil, Astrocaryum Murumuru Seed Butter, Vitis Vinifera (Grape) Seed Oil, Lactic Acid, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Ethylhexyl Methoxycinnamate, Acid Violet 43, CI 77266 (nano) (Black 2), Diethylamino Hydroxybenzoyl Hexyl Benzoate, PVP, Hydrolyzed Quinoa, Tocopherol.



## Cold Brunette Shampoo

Specific care for brown hair



### WHAT IS IT?

A shampoo that gently cleanses, with a specific blue pigment.

### WHO IS IT FOR?

Specific shampoo for natural or color treated brown, light brown or dark blond hair.

### WHAT DOES IT DO?

Gently cleanses hair with a special blue pigment developed to remove reddish-orange or orange tones from brunette hair. Milk proteins restructure the hair deeply giving hair a healthy radiant appearance.

### HOW DO YOU USE IT?

Apply evenly over damp hair, and lather leave in 1-3 minutes, then rinse. For more intense results, leave in up to 5 minutes, rinse then proceed with Cool Brunette Conditioner.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Disodium Laureth Sulfosuccinate, Glycerin, Glycol Distearate, Laureth-4, Parfum (Fragrance), Oryza Sativa (Rice) Bran Oil, Helianthus Annus (Sunflower) Seed Extract, Moringa Oleifera Seed Oil, Guar Hydroxypropyltrimonium Chloride, Hydrolyzed Milk Protein, Sodium Benzoate, Methylchloroisothiazolinone, Methylisothiazolinone, Magnesium Nitrate, Magnesium Chloride, Butylene Glycol, Limonene, Hydrolyzed Quinoa, Soy Amino Acids, Wheat Amino Acids, Arginine HCl, Serine, Threonine, Sodium Hydroxide, Acid Violet 43, CI 42090 (Blue 1).

## Cold Brunette Conditioner

Specific care for brown hair



### WHAT IS IT?

A conditioner that gives hair softness , formulated with a specific blue pigment.

### WHO IS IT FOR?

Specific conditioner for natural or color treated brown, light brown or dark blond hair.

### WHAT DOES IT DO?

It gives hair softness whilst counteracting reddish or orange tones in brunette hair. Milk proteins restructure the hair deeply, giving hair a healthy vibrant appearance.

### HOW DO YOU USE IT?

Apply evenly over damp hair, and lather leave in 1-3 minutes, then rinse. For more intense result, leave in up to 20 minutes, then rinse.

### INGREDIENTS

Aqua (Water), Myristyl Alcohol, Cetrimonium Chloride, Propylheptyl Caprylate, Behentrimonium Chloride, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Polyglyceryl-3 PCA, Dimethicone, Ethylhexyl Cocoate, Cetearyl Alcohol, Parfum (Fragrance), Oryza Sativa (Rice) Bran Oil, Helianthus Annuus (Sunflower) Seed Extract, Cocos Nucifera (Coconut) Oil, Moringa Oleifera Seed Oil, Lactic Acid, Diazolidinyl Urea, Sodium Benzoate, Hydrolyzed Milk Protein, Potassium Sorbate, Butylene Glycol, Limonene, Hydrolyzed Quinoa, Soy Amino Acids, Wheat Amino Acids, Arginine HCl, Serine, Threonine, Acid Violet 43, CI 42090 (Blue 1).

**milk\_shake**<sup>®</sup> integrity system

Restructuring treatments for glossy, healthy hair.

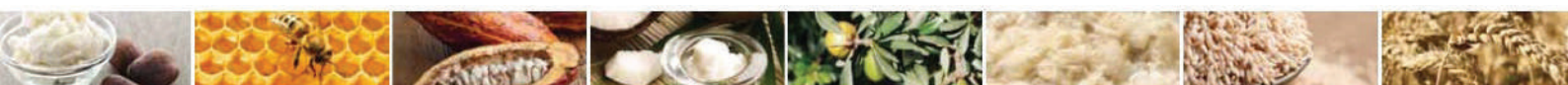


**milk\_shake**<sup>®</sup> integrity system:  
give new life to your hair

**radiant, soft and healthy hair**

These are the strengths of milk\_shake<sup>®</sup> integrity system.

/ Replenishes the hair's natural components while providing all the ingredients necessary for healthy and shiny hair.



**milk\_shake**<sup>®</sup> integrity system

Restructuring treatments for glossy, healthy hair.

**NATURAL ACTIVE INGREDIENTS**

- / organic muru muru butter
- / shea-butter
- / beeswax
- / cocoa butter
- / coconut oil
- / argan oil
- / hydrolyzed keratin extracted from wool
- / plant proteins extracted from rice, wheat and soy

**Active ingredients**

**milk\_shake**<sup>®</sup> integrity system immediately transforms the hair fiber, thanks to the restructuring action of its active ingredients. Muru muru butter is combined with an amino acid complex\*, a balanced mix of plant based amino acids with restructuring and restorative properties similar to those of keratin.

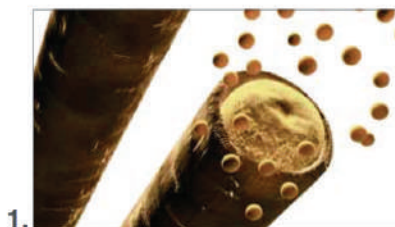
**Amino Acids Complex**

- / works inside and outside the hair, restoring and protecting the structure and visibly improving the condition of damaged hair
- / has a protective and polishing action on the surface of the cuticle, guaranteeing silky and shiny hair
- / polishes the hair's surface for radiant and healthy hair

**FRAGRANCE**

At the heart of milk\_shake<sup>®</sup> integrity system is a harmonious union of fruity, floral, woody and sweet aromas.

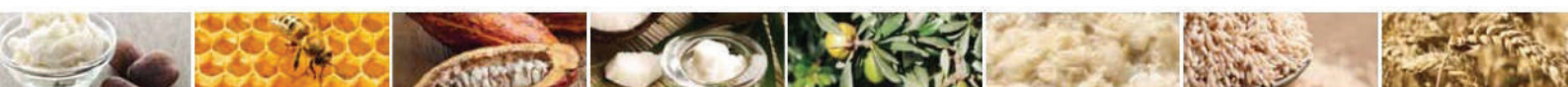
- / fruit coconut, almond, peach
- / flowers white flowers, orchid
- / wood sandalwood, raisin
- / essential oils bergamot, bitter orange, sweet orange



Thanks to the combined action of muru muru butter and the amino acid complex\*, the formulas of the integrity system line provide essential proteins and nutrients to the hair.



With regular use of milk\_shake<sup>®</sup> integrity system, damaged hair appears protected, healthier and more vital.



## Integrity Nourishing Shampoo

Restructures and nourishes all hair types



### WHAT IS IT?

Nourishing shampoo for all hair types. Sulfate Free and Paraben Free.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Cleanses gently with sulfate free formulas containing muru muru butter. Nourishes and conditions hair instantly, reducing frizz and leaving hair soft and shiny.

### HOW DO YOU USE IT?

Distribute through wet hair, lather and rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Sodium Methyl 2-Sulfolaurate, Cetyl Betaine, Disodium 2-Sulfolaurate, Styrene/Acrylates Copolymer, Sodium Chloride, Glycerin, Polyquaternium-10, Coco-Glucoside, Astrocaryum Murumuru Seed Butter, Argania Spinosa Kernel Oil, PEG-120 Methyl Glucose Trioleate, Tocopherol, Propylene Glycol, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Benzoic Acid, Magnesium Nitrate, Magnesium Chloride, Parfum (Fragrance).

## Integrity Nourishing Conditioner

Restructures and nourishes all hair types.



### WHAT IS IT?

Paraben free conditioner for all hair types.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Nourishes and conditions deeply with its formula containing muru muru butter. Preserves the integrity of the hair color, reducing frizz and leaving hair soft and shiny.

### HOW DO YOU USE IT?

Apply to clean damp hair, massage and comb through. Leave on for 2-3 minutes. Rinse well.

### INGREDIENTS

Aqua (Water), Myristyl Alcohol, Cetearyl Alcohol, Cetrimonium Chloride, Glycerin, Isododecane, Dimethiconol, Guar Hydroxypropyltrimonium Chloride, Astrocaryum Murumuru Seed Butter, Tocopherol, Hydrolyzed Keratin, Argania Spinosa Kernel Oil, Tocopheryl Acetate, Disodium EDTA, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Magnesium Nitrate, Magnesium Chloride, Lactobacillus Ferment, Phenoxyethanol, Parfum (Fragrance).

## Integrity Intensive Treatment

Restructures and nourishes all hair types



### WHAT IS IT?

Paraben-free deep nourishing treatment.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Deeply nourishes hair and elements frizz. Seals the cuticle, leaving hair soft, shiny and more manageable while maintaining hair color.

### HOW DO YOU USE IT?

Apply to damp clean hair and massage. Comb through. Leave in 3-5 minutes and rinse thoroughly. For extremely damaged hair, cover with a plastic cap and leave in 5-10 minutes under a heat source. Allow to cool and then rinse.

### INGREDIENTS

Aqua (Water), Myristyl Alcohol, Cetrimonium Chloride, Propylheptyl Caprylate, Dimethicone, Ethylhexyl Cocoate, Cocos Nucifera (Coconut) Oil, Astrocaryum Murumuru Seed Butter, Hydrolyzed Keratin, Tocopherol, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Lactic Acid, Glycine Soja (Soybean) Oil, Lactobacillus Ferment, Phenoxyethanol, Parfum (Fragrance).

## Incredible Oil

Restructures and nourishes all hair types.



### WHAT IS IT?

Repairing and protective oil for damaged and split ends.

### WHO IS IT FOR?

Damaged hair.

### WHAT DOES IT DO?

An intensive no rinse treatment formulated to counteract and prevent split ends. A high-tech film-forming polymer protects hair from heat, straighteners, curling wands and other stress factors that damage hair. Provides nourishment, strength, manageability and softness.

### HOW DO YOU USE IT?

Spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse. Proceed with blow dry and styling. Incredible oil can also be used on dry hair to give shine, manageability and to enhance hair color.

### INGREDIENTS

Cyclopentasiloxane, Dimethicone, C12-15 Alkyl Benzoate, Amodimethicone, Argania Spinosa Kernel Oil, Astrocaryum Murumuru Seed Butter, Tocopherol, Shea Butter Ethyl Esters, Parfum (Fragrance), CI 47000 (Yellow 11), CI 26100 (Red 17), CI 60725 (Violet 2), CI 61565 (Green 6).

**incredible oil**

repairing and protective oil for damaged hair or split ends



organic muru muru butter

cocoa butter esters

organic argan oil

high-tech polymers

**ORGANIC MURU MURU BUTTER**

- / restorative and film-forming properties
- / nourishing and restructuring action for dry or damaged hair
- / helps protect the cuticle from excessive heat and environmental and mechanical stress, such as brushing
- / Ideal for dry or damaged hair

**COCOA BUTTER ESTERS**

- / protective power of cocoa butter
- / high quality film-forming action
- / sustainable and biodegradable liquid butter

**ORGANIC ARGAN OIL**

- / nourishes, regenerates, softens and tames frizz
- / enhances manageability and prevents split ends
- / keeps hair lightweight

**HIGH-TECH POLYMERS**

- / envelops hair fibers and smooths the cuticle, helping to seal split ends and prevent further damage or breakage
- / preserves hair's integrity when blow-drying or using flat/curling irons
- / gives manageability, compactness and definition to the styling

## Nourishing Muru Muru Butter

Restructures and nourishes all hair types

### WHAT IS IT?

Nourishing muru muru butter for the hair.

### WHO IS IT FOR?

Normal and coarse hair.

### WHAT DOES IT DO?

A deep treatment that leaves hair soft, nourished and shiny from the first application.

### HOW DO YOU USE IT?

Distribute through lengths and dry ends of hair before shampooing. Massage and leave in in for 3-5 minutes. Wash with integrity nourishing shampoo and follow with most suitable milk\_shake integrity treatment.



### INGREDIENTS

Butyrospermum Parkii Butter (Butyrospermum Parkii (Shea Butter)), Cocos Nucifera (Coconut) Oil, Theobroma Cacao (Cocoa) Seed Butter, Cetearyl Alcohol, Ricinus Communis (Castor) Seed Oil, Ozokerite, Limonene, Cera Alba (Beeswax), Astrocaryum Murumuru Seed Butter, Argania Spinosa Kernel Oil, Citrus Aurantium Amara (Bitter Orange) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Peel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Linalool, BHT, BHA.

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## Integrity Repairing Hair Treatment

Restructures and nourishes all hair types.

### WHAT IS IT?

Concentrated repairing protein treatment. Contains organic muru muru butter with an emollient and nourishing action.

### WHO IS IT FOR?

Damaged and chemically-treated hair.

### WHAT DOES IT DO?

Restructures and strengthens damaged or chemically-treated hair, leaving it soft and shiny.

### HOW DO YOU USE IT?

Apply entire vial evenly over clean, damp hair. Concentrate on lengths and ends, Leave in for 5-10 minutes and then rinse.

### INGREDIENTS

Propylene Glycol, Alcohol Denat., Aqua (Water), Myristyl Alcohol, Cetrimonium Chloride, Astrocaryum Murumuru Seed Butter, Hydrolyzed Rice Protein, Hydroxypropyltrimonium Hydrolyzed Wheat Protein, Hydrolyzed Keratin, Panax Ginseng Root Extract, Arginine, Acetyl Tyrosine, Arctium Majus Root Extract, Hydrolyzed Soy Protein, Polyquaternium-11, PEG-12 Dimethicone, Calcium Pantothenate, Zinc Gluconate, Niacinamide, Ornithine HCl, Citrulline, Glucosamine HCl, Biotin, CI 19140 (Yellow 5), CI 16035 (Red 40), Parfum (Fragrance).





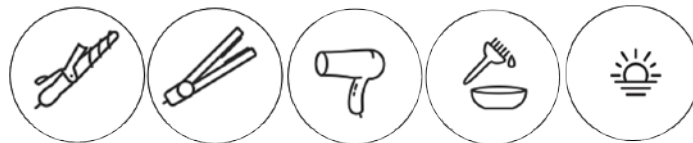


## NEW LIFE FOR HAIR

healthy, shiny, soft and regenerated hair

These are the remarkable benefits of the **milk\_shake**<sup>®</sup> integrity system, the efficient treatment system that has a very simple principle at its foundation: to restore the hair's natural components. **milk\_shake**<sup>®</sup> integrity system gives all the necessary elements for amazing hair that is full of life.

There are many causes that can damage hair: aggressive chemical treatments, the excessive use of heated tools, the sun and other environmental aggressors are all causes that alter the structure of the hair fiber.



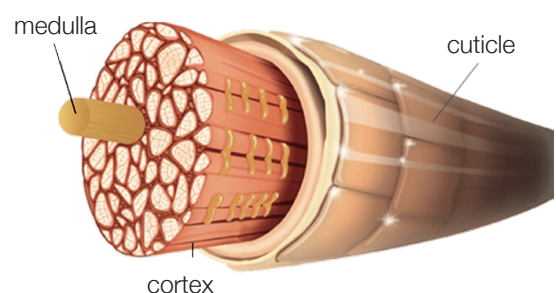
## HAIR APPEARS DULL, OPAQUE, AND TENDS TO BREAK EASILY.

Before choosing the ideal treatment, it is fundamental to get to know what it is exactly that we will be applying our product to.

## THE HAIR'S MAIN COMPONENTS

It is only through a deep knowledge of the hair's structure that it is possible to understand which mechanisms and useful substances are indispensable for healthy hair.

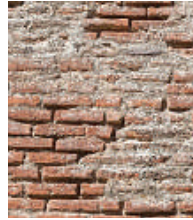
- / PROTEINS: 70-80%
- / WATER: 11%
- / MINERAL SUBSTANCES: 8%
- / LIPIDS: 3%
- / CARBOHYDRATES: 0.1-0.5%
- / PIGMENTS: 0.5-0.1%



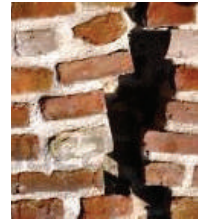
To describe the structure of healthy hair and damaged hair we can compare hair to a wall.



**HEALTHY  
HAIR**



**DECONSTRUCTED  
HAIR**



**DAMAGED  
HAIR**

Hair is damaged when it is lacking one of its structural components: **PROTEIN & AMINO ACIDS (Keratin)**

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.

milk\_shake<sup>®</sup> 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.

## step a

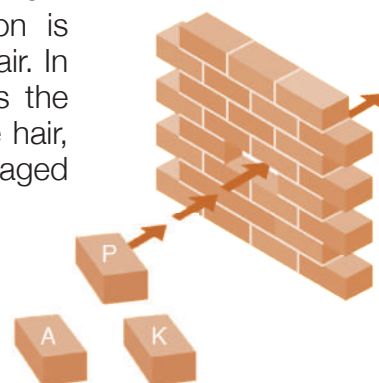
### milk\_shake® integrity rebuilder



#### intensive reconstruction treatment for damaged hair

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. 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.



## step b

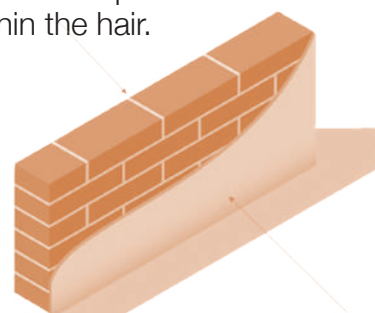
### milk\_shake® integrity fibre sealant



#### nourishing sealing treatment for damaged hair

Its specific formula seals and compacts the cuticle with a film-forming action, leaving hair regenerated and shiny. milk\_shake® integrity fibre sealant contains naturally sourced proteins and amino acids that give hair its natural structural components.

Once the foundation process has been completed, the fixing phase begins. A binding ingredient is needed within the hair fiber 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 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.**

## HOW TO USE THE RECONSTRUCTION SYSTEM

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### ANALYSIS

**Objective:**

Internal and external reconstruction

### CLEANSING

milk\_shake® deep cleansing shampoo, purifying shampoo for all hair types. Cleanses hair gently but deeply. Purifies the hair, freeing it from chlorine and styling products while maintaining the hair's moisture balance.

### INTEGRATE

**CONTAINS:**

A complex of essential amino acids. Amino acids are substances with a low molecular weight that make up proteins

**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.



### SEAL

**CONTAINS:**

A SPECIAL POLYMER, nourishing sealing treatment for damaged hair

**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.



### HYDRATE & CONDITION

**CONTAINS:** Conditioning Polyquaternaries.

Creates a flexible film that is not sticky. Its catatonic nature gives substance to hair and scalp. Improves manageability on damp hair.

**Use:**

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

Depending on the condition of the hair, the leave in treatment can be used between step a and b to strenghten the reconstructing action.



**milk\_shake**® integrity reconstruction system

REMEMBER that this phase is fundamental to guarantee softness and flexibility on hair after any internal reconstructive treatment. This action can be carried out with all the conditioners from the milk\_shake® integrity range.



This choice will be conditioned by the integrity reconstruction SERVICE chosen by the hairdresser.

**DIAGRAM OF EFFECTS**  
softness vs reconstruction





## Integrity Rebuilder

Reconstruction system for damaged hair  
*For professional use only.*

### WHAT IS IT?

Intensive reconstruction treatment for damaged hair.

### WHO IS IT FOR?

Anyone with damaged hair looking to reconstruct and rebuild their hair's integrity.

### WHAT DOES IT DO?

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

### HOW DO YOU USE IT?

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 fingertips to guarantee a greater penetration of the product and comb through
4. move on Step B with integrity milk\_shake® fibre sealant.

### INGREDIENTS

Aqua (water), PEG-40 Hydrogenated Castor Oil, PEG-12 Dimethicone, Hydrolyzed Wheat Protein, Hydrolyzed Rice Protein, Hydroxypropyltrimonium Hydrolyzed Wheat Protein, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Hydrolyzed Keratin, Amodimethicone, Cetrimerium Chloride, Trideceth-12, Polyquaternium-28, Wheat Amino Acids, Soy Amino Acids, Arginine Hcl, Serine, Threonine, Lycium Barbarum Fruit Extract, Fragaria Ananassa (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Hydrolyzed Milk Protein, Sodium Hyaluronate Crosspolymer, Propanediol, Glycerin, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Astrocyrum Murumuru Seed Butter, Mauritia Flexuosa Fruit Oil, Tocopherol, Parfum (fragrance), Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Benzyl Alcohol, Benzyl Glycol

## Integrity Fibre Sealant

Reconstruction system for damaged hair  
*For professional use only.*

### WHAT IS IT?

A nourishing, sealing treatment specifically formulated for damaged hair.

### WHO IS IT FOR?

Anyone with damaged hair looking to reconstruct and rebuild their hair's integrity.

### WHAT DOES IT DO?

Its specific formula seals and compacts the cuticle with a film-forming action leaving the hair regenerated and shiny.

### HOW DO YOU USE IT?

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.

### INGREDIENTS

Aqua (water), Polyacrylamidomethylpropane Sulfonic Acid, PEG-40 Hydrogenated Castor Oil, Sodium Hyaluronate Crosspolymer, Propanediol, Glycerin, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Lycium Barbarum Fruit Extract, Fragaria Ananassa (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Hydrolyzed Rice Protein, Wheat Amino Acids, Soy Amino Acids, Arginine Hcl, Serine, Threonine, Hydrolyzed Milk Protein, Astrocyrum Muru Muru Seed Butter, Mauritia Flexuosa Fruit Oil, Tocopherol, Parfum (Fragrance), Phenoxyethanol, Xanthan Gum, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Benzyl Alcohol, Glycine, Sodium Lactate, Sodium Citrate, Citric Acid, Benzyl Glycol, Ethylhexylglycerin, Raspberry Ketone.



## Integrity Leave in

Reconstruction system for damaged hair



### WHAT IS IT?

Treatment spray for damaged hair.

### WHO IS IT FOR?

For anyone with hair that is damaged, looking to reconstruct and rehydrate.

### WHAT DOES IT DO?

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 it down, increasing manageability.

### HOW DO YOU USE IT?

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

### INGREDIENTS

Aqua (Water), Polyquaternium-22, Cetrimonium Chloride, Polyquaternium-28, Polyquaternium-7, PEG-40 Hydrogenated Castor Oil, Amodimethicone, Sodium Hyaluronate Crosspolymer, Propanediol, Glycerin, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Trideceth-12, Lycium Barbarum Fruit Extract, Fragaria Ananassa (Strawberry), Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Hydrolyzed Milk Protein, Astrocarym Murumuru Seed Butter, Muaritia Flexuosa Fruit Oil, Tocopherol, Hydrolyzed Rice Protein, Hydroxypropyltrimonium Hydrolyzed Wheat Protein, Hydrolyzed Wheat Protein, Wheat Amino Acids, Soy Amino Acids, Arginine HCl, Serine, Threonine, Parfum (Fragrance), Imidazolidinyl Urea, Citric Acid, Disodium EDTA, Sodium Methyparaben, Benzyl Alcohol, Benzyl Glycol, Lactobacillus Ferment, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Sodium Benzoate, Potassium Sorbate, Ethylhexylglycerin, Raspberry Ketone, Caprylyl Glycol.

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Maximum hydration and formulas filled with nature

moisture plus range with **organic papaya extract** and **hyaluronic acid** with a low molecular weight.

A treatment that gives the sensation of healthy hair with brand new formulas and a delicious tropical fragrance.



#### KEY BENEFITS

- / maximum hydration
- / visibly younger hair

#### KEY ACTIVE INGREDIENTS

- / organic papaya extract
- / hyaluronic acid

**PAPAYA** is an antioxidant that protect DNA.

This has been demonstrated by the Osato Research Institute (Inatomi, Japan), which highlighted its exceptional properties. In detail, the vitamins and minerals boost youthfulness and radiance, whereas antioxidants reduce the products of free radicals.

#### Organic papaya extract

Papaya is a fruit that is rich in precious nutrients and a great aid in treating the scalp and hair. It is rich in vitamins as well as antioxidants, important elements that give the appearance of eternal youth to dry and weak hair. Organic papaya extract also contributes to keeping hair looking shinier and healthier.



# milk\_shake® moisture plus

## HYALURONIC ACID

A “super-hydrating” ingredient that balances the level of hydration in the hair.

The hyaluronic acid in milk\_shake® moisture plus is a mix of three molecular weights:

- low
- medium
- high

## Hyaluronic Acid

This makes the hyaluronic acid penetrate into each layer of the hair fiber to give greater hydration and softness. Furthermore, this special mix contains a modified component of hyaluronic acid that has a protective layer, prolonging the hydrating action over time.



## The Difference Between

Whipped Cream - Silver Shine Whipped Cream - Moisture Plus Whipped Cream



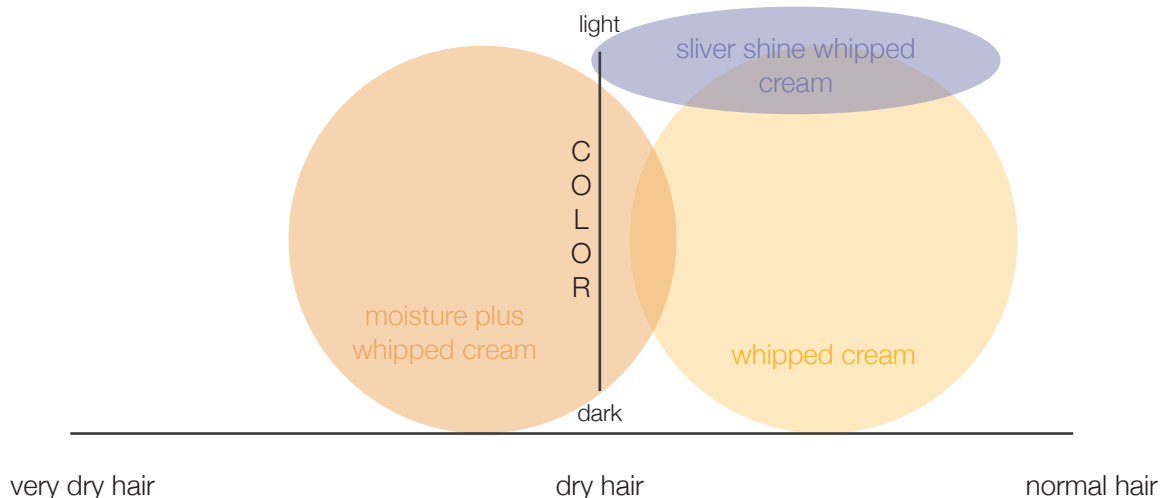
whipped cream  
leave-in foam  
conditioning leave-in  
foam for all hair types



silver shine whipped cream  
leave-in foam  
conditioning leave-in foam  
specifically for blond or grey hair



moisture plus whipped  
cream leave-in foam  
moisturizing leave-in  
foam for dry hair



## Moisture Plus Shampoo

Deeply hydrated hair



### WHAT IS IT?

A paraben & sles free delicate shampoo for dry and thirsty hair.

### WHO IS IT FOR?

Dry, thirsty hair types looking to replenish and maintain moisture balance.

### WHAT DOES IT DO?

Adds softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, Integrity 41® and hyaluronic acid with an anti-aging action, as well as protecting hair color.

### HOW DO YOU USE IT?

Distribute evenly over damp hair, lather and rinse. Repeat if necessary. Proceed with milk\_shake® moisture plus conditioner.

### INGREDIENTS

Aqua (water), Ammonium, Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Dicaprylyl Ether, Decyl Glucoside, Glyceryl Oleate, Styrene/Acrylates Copolymer, Guar Hydroxypropyltrimonium Chloride, Coco-Glucoside, Glycerin, Sodium Hydroxide, Tocopheryl Acetate, Carica Papaya (Papaya) Fruit Extract, PEG-8 Dimethicone, Sodium Hyaluronate Crosspolymer, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Milk Proteins, Hydrolyzed Quinoa, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruit Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance), Propylene Glycol, Butylene Glycol, Citric Acid, Methylchloroisothiazolone Methylisothiazolinone, Sodium Benzoate, Potassium Sorbate, Benzyl Alcohol, Benzylsalicylate, Limonene, Linalool, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Magnesium Nitrate, Magnesium Chloride, CL 16035 (red 40) CI19140 (yellow 5).

## Moisture Plus Conditioner

Deeply hydrated hair



### WHAT IS IT?

A paraben free moisturizing conditioner for dry and thirsty hair.

### WHO IS IT FOR?

Dry, thirsty hair types looking to replenish and maintain moisture balance.

### WHAT DOES IT DO?

Gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. It contains organic papaya extract, Integrity 41® and hyaluronic acid with an anti-aging action as well as protecting hair color.

### HOW DO YOU USE IT?

Distribute evenly over clean, damp hair, leave on for a few minutes and rinse. Proceed with milk\_shake® moisture plus whipped cream for more intense conditioning.

### INGREDIENTS

Aqua (water), Cetearyl Alcohol, Propylene Glycol, Behentrimonium Chloride, Glycerin, Cetrimonium Chloride, PEG-8 Dymethicone, Tocopheryl Acetate, Carica Papaya (Papaya) Fruit Extract, Panthenol, Sodium Hyaluronate Crosspolymer, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Milk Proteins, Hydrolyzed Quinoa, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruit Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance) Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Citric Acid, Butylene Glycol, Benzyl Salicylate Limonene, Linalool, Benzyl Alcohol, Phenoxyethanol, Glycine, Sodium Lactate Sodium Citrate, Isopropyl Alcohol, CI 16035, (RED 40), CI 19140 (Yellow 5)

## Moisture Plus Whipped Cream

Deeply hydrated hair



### WHAT IS IT?

No-rinse moisturizing foam for dry, thirsty hair. Paraben free.

### WHO IS IT FOR?

Dry, thirsty hair types looking to replenish and maintain moisture balance.

### WHAT DOES IT DO?

Ideal to give softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair soft, shiny and healthy. It contains organic papaya extract, Integrity 41® and hyaluronic acid with an anti-aging action as well as protecting hair color.

### HOW DO YOU USE IT?

Shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.

### INGREDIENTS

Aqua (Water), Butane, Isobutane, Propane, Myristyl Alcohol, Cetrimonium Chloride, Amodimethicone, Polysorbate 20, PEG-8 Dimethicone, Tocopheryl Acetate, Trideceth-12, Carica Papaya (Papaya) Fruit Extract, Sodium Hyaluronate Crosspolymer, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Milk Proteins, Hydrolyzed Quinoa, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbrum Fruit Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxubenzoyl Hexyl Benzoate, Phenoxyethanol, Parfum (Fragrance), Ethylhexylglycerin, Citric Acid, Potassium Sorbate, Sodium Benzoate, Propylene Glycol, Glycerin, Butylene Glycol, Benzyl Alcohol, Glycine, Sodium Lactate, Sodium Citrate, Amyl Cinnamal, Benzyl Benzoate, Benzyl Salicylate, Citral, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Hydroxycitronellol, Limanene, Linalool

## Moisture Plus Lotion

Deeply hydrated hair



### WHAT IS IT?

A concentrated lotion that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Paraben free.

### WHO IS IT FOR?

For anyone requiring increased hydration, on dry and thirsty hair.

### WHAT DOES IT DO?

Leaves hair visibly healthy, soft and shiny. Contains organic papaya extract, Integrity 41® and hyaluronic acid for color protection, with an anti-aging action.

### HOW DO YOU USE IT?

Distribute the entire content of the tube evenly over clean, damp hair, particularly over lengths and ends. Leave in 3-5 minutes, for particularly damaged hair, cover and leave under a heat source for 5-10 minutes. Rinse and proceed with desired style.

### INGREDIENTS

Alcohol Denat., Propylene Glycol, Myristyl Alcohol, Aqua (Water), Cetrimonium Chloride, Glycerin, Hydrolyzed Rice Protein, Hydrolyzed Glycosaminoglycans, Fragaria Ananassa (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Lycium Barbarum Fruit Extract, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower), Seed Extract, Hyaluronic Acid, Parfum (Fragrance), Benzyl Alcohol, Potassium Sorbate, Sodium Benzoate, Butylene Glycol, Citric Acid, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Benzyl Salicylate, Limonene.

The best cleansing and conditioning regime for daily use.



### KEY BENEFITS

- / delicate
- / hydrates and protects
- / refreshes
- / sls & paraben free

### KEY ACTIVE INGREDIENTS

- / Integrity 41<sup>®</sup>
- / Milk proteins
- / Sunflower seed extract
- / Apple extract





## Daily Frequent Shampoo

Daily wellbeing for your hair.

### WHAT IS IT?

Gentle SLS and Paraben Free shampoo for daily use.

### WHO IS IT FOR?

Clients who frequently shampoo their hair looking for daily protection.

### WHAT DOES IT DO?

Milk proteins and apple juice hydrates and protects hair while Integrity 41<sup>®</sup> preserves color.

### HOW DO YOU USE IT?

Apply to damp hair, lather and rinse. Repeat if necessary. Follow with daily frequent conditioner.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Glycerin, Disodium Laureth Sulfosuccinate, PEG-120 Methyl Glucose Trioleate, Propylene Glycol, Disodium EDTA, Aloe Barbadensis Gel (Aloe Barbadensis Leaf Juice), Hydrolyzed Milk Protein, Helianthus Annuus (Sunflower) Seed Extract, Butylene Glycol, Pyrus Malus (Apple) Juice, Citric Acid, Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl Acetate, Pyridoxine HCl, Maltodextrin, Sodium Starch Octenyl Succinate, Silica, Parfum (Fragrance), Linalool, Methylchloroisothiazolinone, Methylisothiazolinone, CI 19140 (Yellow 5), CI 16035 (Red 40).



## Daily Frequent Conditioner

Daily wellbeing for your hair.

### WHAT IS IT?

A Paraben Free, light weight conditioner for frequent use.

### WHO IS IT FOR?

Clients who frequently shampoo their hair looking for a lightweight conditioning, as a daily use.

### WHAT DOES IT DO?

Milk proteins and apple juice leave hair soft, shiny, vibrant and hydrated without weighing it down while Integrity 41<sup>®</sup> maintains color.

### HOW DO YOU USE IT?

Apply to clean damp hair. Massage and comb through. Leave in 1-3 mins and then rinse.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Glyceryl Stearate, Stearalkonium Chloride, Behentrimonium Chloride, Amodimethicone, Ethylhexyl Methoxycinnamate, Disodium EDTA, Citric Acid, Tocopheryl Acetate, Propylene Glycol, Panthenol, Hydrolyzed Milk Protein, Helianthus Annuus (Sunflower) Seed Extract, Aloe Barbadensis Gel (Aloe Barbadensis Leaf Juice), Pyrus Malus (Apple) Juice, Butylene Glycol, Glycerin, Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Pyridoxine HCl, Maltodextrin, Sodium Starch Octenyl Succinate, Silica, Phenoxyethanol, Methylisothiazolinone, Potassium Sorbate, Parfum (Fragrance), Linalool.

Beauty and wellbeing for demanding hair.

The innovative formula of **milk\_shake®** deep cleansing shampoo contains:

- / a delicate plant surfactant that eliminates the residue of styling products and chlorine, maintaining the hair's moisture balance
- / fruit and honey extracts that condition the hair leaving it shiny without weighing it down
- / milk proteins that replenish and condition the hair's structure
- / SLES free formula



## Deep Cleansing Shampoo

Beauty and wellbeing for demanding hair



### WHAT IS IT?

SLES Free deep cleansing shampoo.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Removes build-up caused by products, styling and chlorine. Deeply cleanses hair while restoring the natural moisture balance.

### HOW DO YOU USE IT?

Apply to damp hair, lather and rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Disodium Laureth Sulfosuccinate, Cocamidopropyl Betaine, Sodium Chloride, Parfum (Fragrance), Disodium EDTA, Tetrasodium EDTA, Sodium Thiosulfate, Glycerin, Moringa Pterygosperma Seed Extract, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Propylene Glycol, Mel Extract (Honey Extract), Fragaria Vesca (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Citronellol, Geraniol, Linalool.

**milk\_shake**<sup>®</sup> leave-in treatments

Versatile, easy-to-use product for hydrated, manageable hair.



IRRESI  
STIBLE  
SOFT  
NESS





### Leave in Conditioner

For conditioned, shiny hair.



#### WHAT IS IT?

Leave in conditioning spray for shiny hair.

#### WHO IS IT FOR?

All untreated hair types or slightly dry hair.

#### WHAT DOES IT DO?

Gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalize hair, making it glossy and more manageable. Integrity 41 protects hair from UV rays, improving color stability.

#### HOW DO YOU USE IT?

Spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.

#### INGREDIENTS

Aqua (Water), Polyquaternium-22, Cetrimonium Chloride, Polyquaternium-7, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Mel Extract (Honey Extract), Fragaria Vesca (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Vaccinium Myrtillus Fruit/Leaf Extract, Helianthus Annuus (Sunflower) Seed Extract, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Propylene Glycol, Amodimethicone, Trideceth-12, Butylene Glycol, Sodium Methylparaben, Imidazolidinyl Urea, Disodium EDTA, Benzophenone-4, Citric Acid, Benzyl Alcohol, Parfum (Fragrance).

### Leave in Conditioner Flower

For conditioned, shiny hair.



#### WHAT IS IT?

Leave in conditioning spray for shiny hair.

#### WHO IS IT FOR?

All untreated hair types or slightly dry hair.

#### WHAT DOES IT DO?

Gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalize hair, making it glossy and more manageable. Integrity 41 protects hair from UV rays, improving color stability.

#### HOW DO YOU USE IT?

Spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.

#### INGREDIENTS

Aqua (Water), PEG-40 Hydrogenated Castor Oil, Amodimethicone, Polyquaternium-22, Cetrimonium Chloride, Polyquaternium-7, Helianthus Annuus (Sunflower) Seed Extract, Moringa Oleifera Leaf Extract, Sodium Hyaluronate Crosspolymer, Hydrolyzed Glycosaminoglycans, Sodium Hyaluronate, Hyaluronic Acid, Hydrolyzed Hyaluronic Acid, Hydrolyzed Soy Protein, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Trideceth-12, Propanediol, Glycerin, Butylene Glycol, Citric Acid, Parfum (Fragrance), Benzyl Salicylate, Hexyl Cinnamal, Limonene, Linalool, Tetrasodium Glutamate Diacetate, CI 16035 (Red 40).

## Whipped Cream Leave-in Foam

For conditioned, shiny hair



### WHAT IS IT?

Leave-in conditioning and protective creamy foam.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Formulated to condition hair while maintaining moisture balance and protecting hair color. Milk proteins condition and restructure hair while emollients give long lasting protection. Integrity 41® improves color stability. Leaves hair soft shiny and radiant.

### HOW DO YOU USE IT?

Shake well, hold upside down and dispense. Apply to clean damp hair.

### INGREDIENTS

Aqua (Water), Butane, Propane, Isobutane, Myristyl Alcohol, Cetrimonium Chloride, Parfum (Fragrance), Amodimethicone, Imidazolidinyl Urea, Trideceth-10, Citric Acid, Tocopheryl Acetate, Butylene Glycol, Benzyl Alcohol, Glyceryl Oleate, Panthenol, Propylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, PEG-5 Cocomonium Methosulfate, BHT, Hexylene Glycol, BHA, Sodium Glutamate, Hydrolyzed Milk Protein, Phenoxyethanol, Ethylhexylglycerin, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Ascorbyl Palmitate.

## Incredible Milk 12 Effects

For conditioned, shiny hair



### WHAT IS IT?

Leave in for all hair types

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

1. Repairs all hair types. 2. Controls frizz. 3. Prevents split ends. 4. Protects from heat. 5. Improves hold. 6. Detangles. 7. Adds shine. 8. Gives body and volume. 9. Improves the effect from straighteners (flat-irons) and curling wands. 10. Protects and maintains color. 11. Protects against UV rays. 12. Smooths the cuticle. Contains organic Muru Muru butter, fruit extracts (blueberry, raspberry, papaya, mango) and Milk proteins.

### HOW DO YOU USE IT?

Apply to damp or dry hair and distribute evenly. Style as desired.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Propylene Glycol, Phenyl Trimethicone, Cyclopentasiloxane, Behentrimonium Chloride, Quaternium-80, Cyclohexasiloxane, Astrocaryum Murumuru Seed Butter, Vaccinium Myrtillus Fruit Extract, Mangifera Indica (Mango) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Rubus Idaeus (Raspberry) Fruit Extract, Ethylhexyl Methoxycinnamate, Benzyl Alcohol, Glyceryl Caprylate, Glyceryl Undecylenate, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Tocopherol, Lactic Acid, Parfum (Fragrance).

## Active Yogurt Mask

The sweetness of nature to nourish your hair



### WHAT IS IT?

A rich conditioning mask, containing yogurt amino acids, rice and avocado oils, hydrating agents, vitamin E and Integrity 41<sup>®</sup>.

### WHO IS IT FOR?

For normal or colour-treated hair.

### WHAT DOES IT DO?

Nourishes and conditions natural, color-treated and dry hair. Yogurt amino acids, fruit and honey extracts, rice and avocado oils, hydrating agents, vitamin E and integrity 41<sup>®</sup> deeply nourish and condition the outer layers of the hair giving softness, shine and vitality.

### HOW DO YOU USE IT?

Apply to clean, damp hair. comb through. Leave in 3-5 minutes. Rinse thoroughly.

### INGREDIENTS

Aqua (Water), Acetyl Alcohol, Glycerin, Cetrimonium Chloride, Decyl Oleate, Quaterium-80, Dimethicone, Propylene Glycol, Cetearyl Alcohol, Caprylio-Capric Triglyceride, Dicaprylyl Carbonate, Behenyl Alcohol, PEG-20 Sterate, Persea Gratissima (Avocado) Oil, Oryza Sativa (Rice) Bran Oil, Yogurt, Tocopheryl Acetate, Ethylexyl Methoxycinnamate, Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruits Extract, Rubus Idaues (Raspberry) Leaf Extract, Helianthus Annuus (Sunflower) Seed Extract, Parfum (Fragrance), Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Citric Acid, CI 16035 (Red 40)

## Active Milk Mask

The sweetness of nature to nourish your hair



### WHAT IS IT?

A rich restructuring mask containing milk proteins, fruit and honey extracts, shea butter, rice and avocado oils, shea butter, hydrating agents, vitamin E and Integrity 41<sup>®</sup>.

### WHO IS IT FOR?

Dry and damaged hair.

### WHAT DOES IT DO?

Deeply nourishes and strengthens dry or damaged hair. Milk proteins deeply supplement and strengthen the hair's structure whilst conditioning the external layer of the hair, giving softness and shine.

### HOW DO YOU USE IT?

Apply to clean, damp hair and comb through. Leave in 3-5 minutes. Rinse thoroughly.

### INGREDIENTS

Aqua (Water), Cetyl Alcohol, Glycerin, Butyrospermum Parkii (shea) Butter, Glycerin, Decyl Oleate, Cetrimonium Chloride, Cocco-Caprylate, Ceteraryl Alcohol, Capryl,c-Capric Triglyceride, Dicaprylyl Carbonate, Behenyl Alcohol, PEG-20 Stearate, Persea Gratissima (avocado) Oil, Oryza Sativa (Rice) Bran Oil, Hydrolyzed Milk Proteins, Tocopheryl Acetate, Ethylexyl Methoxycinnamate, Fragaria Ananassa (Strawberry) Extract, Lycium Barbarum Fruit Extract, Rubus Idaues (Raspberry) Leaf Extract, Helianthus Annuus (Sunflower) Seed Extract, Parfum (Fragrance), Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Butylene Glycol, Citric Acid.

**milk\_shake**<sup>®</sup> curl passion

Specific formulas for longer-lasting, flexible curls



**milk\_shake**<sup>®</sup> has created a product range for impeccable results; solutions developed to reveal the natural beauty of curly hair. The **milk\_shake**<sup>®</sup> curl passion products contain precious oils from the Amazon rainforest that envelop each single curl, giving curls softness and bouncy elasticity.

3 products to achieve dreamy curly hair..

- / enhances the natural elasticity of curly hair
- / defines the curls
- / leaves hair silky and shiny
- / has an anti-frizz action



## Curl Passion Shampoo

Specific formulas for longer lasting curls



### WHAT IS IT?

Paraben/SLES free shampoo for curly hair.

### WHO IS IT FOR?

Specifically formulated to gently cleanse curly hair. (natural or artificial)

### WHAT DOES IT DO?

Cleanses and conditions all hair types gently and deeply, giving softness and manageability. Helps make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, Integrity 41® and quinoa proteins.

### HOW DO YOU USE IT?

Apply to wet hair. Lather and rinse, repeat if necessary. Follow through with Curl Passion Conditioner for extra hydration.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Sodium Chloride, Glycerin, Glycol Distearate, Polyquaternium-28, Laureth-4, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Orbignya Oleifera Seed Oil, Pentaclethra Macroloba Seed Oil, Parfum (Fragrance), Methylchloroisothiazolinone, Methylisothiazolinone, Magnesium Nitrate, Magnesium Chloride, Citric Acid, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Benzyl Alcohol, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Tocopherol, Benzyl Benzoate, Hexyl Cinnamal, Limonene, Caprylyl Glycol.

## Curl Passion Conditioner

Specific formulas for longer lasting curls



### WHAT IS IT?

Paraben free conditioner for curly hair

### WHO IS IT FOR?

Ideal for all hair types, specifically for curly hair.

### WHAT DOES IT DO?

Ideal for all hair types to give softness and manageability without weighing the hair down. Helps make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, Integrity 41® and quinoa proteins.

### HOW DO YOU USE IT?

Apply to clean, damp hair, comb through leave in 3-5 minutes, and rinse.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Propylene Glycol, Behentrimonium Chloride, Glycerin, Butyrospermum Parkii (Shea) Butter, Cetrimonium Chloride, PEG-8 Dimethicone, Tocopheryl Acetate, Polyquaternium-28, Panthenol, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Orbignya Oleifera Seed Oil, Pentaclethra Macroloba Seed Oil, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate Parfum (Fragrance), Phenoxyethanol, Ethylhexylglycerin, Isopropyl Alcohol, Citric Acid, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Benzyl Alcohol, Glycine, Sodium Lactate, Sodium Citrate, Tocopherol, Benzyl Benzoate, Hexyl Cinnamal, Limonene, Caprylyl Glycol.

## Curl Passion Leave-in Spray

Specific formulas for longer lasting curls



### WHAT IS IT?

Paraben free leave-in spray for curly hair.

### WHO IS IT FOR?

Ideal for all hair types, especially curly hair. (natural or artificial)

### WHAT DOES IT DO?

Ideal to give softness and manageability. Helps make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, Integrity 41<sup>®</sup> and quinoa proteins.

### HOW DO YOU USE IT?

Distribute evenly over clean, damp hair and proceed with styling.

### INGREDIENTS

Aqua (Water), PEG-40 Hydrogenated Castor Oil, Amodimethicone, Cetrimonium Chloride, Polyester-37, Polyquaternium-22, Hydrolyzed Milk Protein, Trideceth-12, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Orbignya Oleifera Seed Oil, Pentaclethra Macroloba Seed Oil, Parfum (Fragrance), Phenoxyethanol, Imidazolidinyl Urea, Disodium EDTA, Caprylyl Glycol, Citric Acid, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Benzyl Alcohol, Glycine, Sodium Lactate, Sodium Citrate, Tocopherol, Amyl Cinnamal, Benzyl Benzoate, Benzyl Salicylate, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Limonene, Linalool.

**milk\_shake**<sup>®</sup> volume solution

Unprecedented body and support.

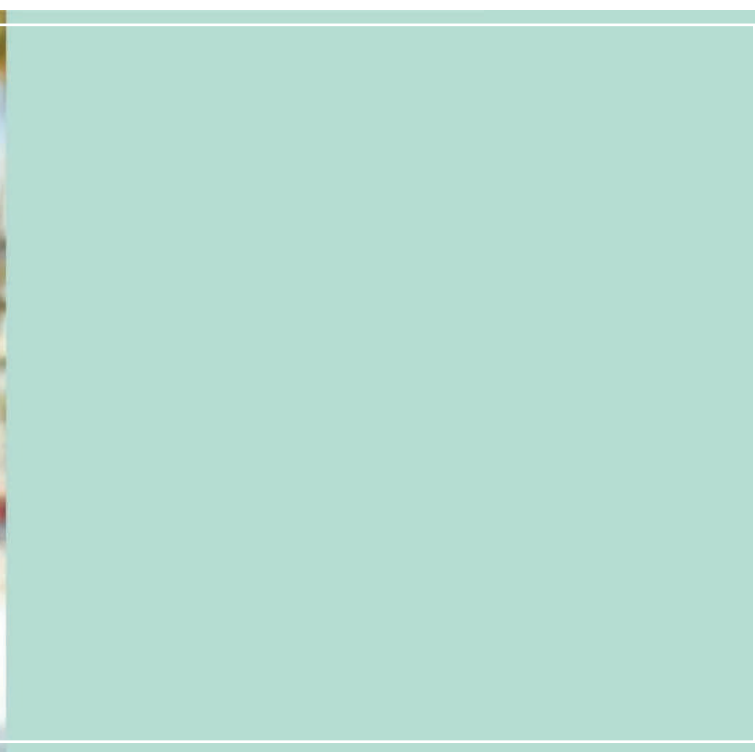


**milk\_shake**<sup>®</sup> volume solution

/ gives body and vitality to fine and limp hair.  
/ deeply nourishes and thickens the hair shaft.  
/ gives hair major volume and luminosity.  
/ the result is bright, voluminous and velvety hair.

**KEY ACTIVE INGREDIENTS**

/ organic sugar cane  
/ fruit extracts,  
/ rice proteins  
/ quinoa



## Volume Solution Shampoo

Unprecedented body and support



### WHAT IS IT?

Volume shampoo.

### WHO IS IT FOR?

A paraben / SLES free shampoo for body and volume.

### WHAT DOES IT DO?

Gives normal/fine hair weightless volume. Cleanses gently with its specific formula containing precious sugar derivatives that transform the hair giving it body.

### HOW DO YOU USE IT?

Apply to damp hair, lather and rinse. Repeat if necessary. For a complete regiment, follow with volume solution conditioner & styling spray.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Disodium Laureth Sulfosuccinate, Cocamidopropyl Betaine, Glycerin, Sodium Chloride, Polyquaternium-28, Lactitol, Xylitol, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Rice Protein, Lycium Barbarum Fruit Extract, Fragaria Ananassa (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Saccharum Officinarum (Sugar Cane) Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance), Methylchloroisothiazolinone, Methylisothiazolinone, Magnesium Nitrate, Magnesium Chloride, Citric Acid, Butylene Glycol, Glycine, Sodium Lactate, Sodium Citrate, Potassium Sorbate, Phenoxyethanol, Caprylyl Glycol, Sodium Benzoate, Benzyl Alcohol, Benzyl Benzoate, Benzyl Salicylate, Limonene, Linalool, CI 19140 (Yellow 5), CI 42090 (Blue1).

## Volume Solution Conditioner

Unprecedented body and support



### WHAT IS IT?

A paraben-free volumizing conditioner.

### WHO IS IT FOR?

Normal to fine hair needing volume, body and condition.

### WHAT DOES IT DO?

Detangles and gives softness and body to the hair for exceptionally light sensation without weighing the hair down. It transforms all hair types, with a deep reviving action.

### HOW DO YOU USE IT?

Apply and distribute evenly through clean, damp hair comb through then rinse. Style hair as desired with volume styling spray.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Cetrimonium Chloride, Glycerin, Behenyl Alcohol, Dimethicone, Polyquaternium-28, Panthenol, Lactitol, Xylitol, Saccharum Officinarum (Sugar Cane) Extract, Tocopheryl Acetate, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Lycium Barbarum Fruit Extract, Fragaria Ananassa (Strawberry) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Hydrolyzed Rice Protein, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance), Disodium EDTA, Phenoxyethanol, Ethylhexylglycerin, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Caprylyl Glycol, Glycine, Sodium Lactate, Sodium Citrate, Citric Acid, Benzyl Alcohol, Benzyl Benzoate, Benzyl Salicylate, Limonene, Linalool.



## Volume Solution Styling

Unprecedented body and support



### WHAT IS IT?

Volumizing styling spray.

### WHO IS IT FOR?

Normal to fine hair looking for body and support.

### WHAT DOES IT DO?

Gives normal /fine hair body, definition, and support. Giving hair a healthy and vibrant shine. Creates volume with precious sugar cane derivatives that give support without weighing the hair down.

### HOW DO YOU USE IT?

Apply from scalp to ends, distributing evenly, massage then style as desired.

### INGREDIENTS

Aqua (Water), Alcohol Denat., VP/VA Copolymer, Panthenol, Glycerin, Lactitol, Xylitol, Hydrolyzed Rice Protein, Citrus Limon (Lemon) Peel Extract, Lactis Serum Proteinum (Whey Protein), Saccharum Officinarum (Sugar Cane) Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Quinoa, Lycium Barbarum Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Cetrimonium Chloride, Benzophenone-4, Polysorbate 20, PEG-40 Hydrogenated Castor Oil, PEG-8 Dimethicone, Aminomethyl Propanol, AMP-Acrylates/Allyl Methacrylate Copolymer, Butylene Glycol, Citric Acid, Benzyl Alcohol, Benzyl Benzoate, Benzyl Cinnamate, Benzyl Salicylate, Citral, Linalool, Limonene, Parfum (Fragrance), Sodium Benzoate, Potassium Sorbate, Phenoxyethanol.

**milk\_shake**<sup>®</sup> sensorial mint

Revitalizing regime with organic mint.



**INVIGORATING SHAMPOO & CONDITIONER**

Minty freshness for the beauty of your hair. The unique moisturizing and protective properties of milk proteins combine with fruit extracts, organic mint extract and sage extract for an invigorating scalp and hair treatment. An invigorating, regenerating and energizing ritual perfect for the summer months or to use all year round after intense sports activities.





## Sensorial Mint Shampoo

Revitalizing regime with organic mint

### WHAT IS IT?

SLS and SLES free invigorating shampoo.

### WHO IS IT FOR?

All hair types to gently remove impurities.

### WHAT DOES IT DO?

Cleanses gently and removes impurities. Refreshes and revitalizes both scalp and hair.

### HOW DO YOU USE IT?

Apply to damp hair, lather and rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Glycerin, Disodium Laureth Sulfosuccinate, Propylene Glycol, PEG-120 Methyl Glucose Trioleate, Menthol, Hydrolyzed Milk Protein, Mentha Piperita (Peppermint) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Mangifera Indica (Mango) Fruit Extract, Carica Papaya (Papaya) Leaf Extract, Vaccinium Myrtillus Fruit Extract, Rubus Idaeus (Raspberry) Fruit Extract, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Potassium Sorbate, Parfum (Fragrance), Citral, Limonene.

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## Sensorial Mint Conditioner

Revitalizing regime with organic mint



### WHAT IS IT?

Paraben free invigorating conditioner.

### WHO IS IT FOR?

All hair types looking for hydration and protection.

### WHAT DOES IT DO?

Hydrates and protects. Leaves hair soft, vibrant and glossy and hydrated without weighing it down for a unique, regenerating experience.

### HOW DO YOU USE IT?

Apply to damp, clean hair. Massage and comb through. Leave in for 1-3 minutes then and rinse.

### INGREDIENTS

Aqua, Cetearyl Alcohol, Glycerin, Cetrimonium Chloride, Cyclopentasiloxane, Behenyl Alcohol, Cyclohexasiloxane, Dimethicone, Menthol, Tocopheryl Acetate, Hydrolyzed Milk Protein, Panthenol, Mentha Piperita (Peppermint) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Mangifera Indica (Mango) Fruit Extract, Carica Papaya (Papaya) Leaf Extract, Vaccinium Myrtillus Fruit Extract, Rubus Idaeus (Raspberry) Fruit Extract, Propylene Glycol, Citric Acid, Phenoxyethanol, Benzoic Acid, Dehydroacetic Acid, Ethylhexylglycerin, Potassium Sorbate, Parfum (Fragrance), Citral, Limonene.

**milk\_shake**<sup>®</sup> scalp care

Efficiency for scalp and hair.



The first milk\_shake<sup>®</sup> range designed to improve the wellbeing of the scalp to strengthen and improve hair health. This trichological innovation meets most common scalp needs and demands characterized by impurities such as dandruff, excessive sebum and thinning hair.

**EFFICIENCY FOR SCALP AND HAIR**

- / Delicate cleansers and treatments that are paraben, SLS and SLES free
- / Certified organic plant-based ingredients for professional results and a natural sense of wellbeing
- / Selected essential oils and perfumes for an indulgent sensorial experience
- / Environmentally-friendly packaging materials selected for their low impact on our planet





## Purifying Blend Shampoo

Efficiency for scalp and hair

### WHAT IS IT?

Paraben Free, SLS Free, and SLES Free intensive purifying shampoo.

### WHO IS IT FOR?

Hair types containing excessive dandruff, grease and undesired residues.

### WHAT DOES IT DO?

Cleanse deeply yet gently, freeing the scalp from impurities, dandruff, sebum, sweat and styling product residue. Select plant-base ingredients protect scalp and hair from pollution for a healthy, shiny results. Protects the scalp and solves the discomforts associated with excessive dandruff, grease and undesired residues.

### HOW DO YOU USE IT?

Apply to damp hair and lather, leave in for 1-3 minutes then rinse thoroughly.

### INGREDIENTS

Aqua (Water), Ammonium, Lauryl Sulfate, Hydroxyethylcellulose, Zinc Pyrithione, Magnesium Aluminum Silicate, Citrus Limon Peel Oil, Eucalyptol, Allantoin, Rosmarinus Officinalis (Rosemary) Leaf Oil, Achillea Millefolium Extract, Urtica Dioica (Nettle) Leaf Extract, Aphanizomenon Flos-Aquae Powder, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, Glycerin, Sucrose, Ci 19140 (Yellow 5), Ci 42090 (Blue 1), Sodium Benzoate, Potassium Sorbate, Limonene.

## Normalizing Blend Shampoo

Efficiency for scalp and hair



### WHAT IS IT?

Paraben, SLS, and SLES free normalizing shampoo to treat greasy hair.

### WHO IS IT FOR?

Normal to oily / greasy hair types

### WHAT DOES IT DO?

Contains organic coriander and helichrysum extracts, panthenol, coriander and cedar essential oils and a balanced mix of delicate surfactants that cleanse deeply yet gently. Removes sebum and oily residue while respecting the delicate balance of sebum production in the scalp.

### HOW DO YOU USE IT?

Apply to damp scalp and hair then lather and rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Olivamphacetate, Disodium Laureth Sulfosuccinate, Polyquaternium-22, Glycerin, Coriandrum Sativum (Coriander) Fruit Extract, Helichrysum Italicum Extract Panthenol, Coriandrum Sativum (Coriander) Seed Oil, Citrus Medica Vulgaris Fruit Extract, Disodium EDTA, Citric Acid, Parfum (Fragrance), Methylchloroisothiazolinone, Methlisothiazolinone, Hexyl Cinnamal, Limonene, Ci 19140 (Yellow 5), Ci 16035 (Red 40), Sodium Benzoate, Potassium Sorbate.

## Energizing Blend Shampoo

Efficiency for scalp and hair



### WHAT IS IT?

SLS/SLES free shampoo for thinning hair.

### WHO IS IT FOR?

Fine, thinning and fragile hair.

### WHAT DOES IT DO?

Cleanses deeply with a stimulating and revitalizing action for scalp and hair.

### HOW DO YOU USE IT?

Apply to damp scalp and hair. Gently massage while applying slight pressure with fingertips in a curricular motion to enhance microcirculation. Rinse and follow through with energizing blend conditioner and treatment.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Disodium Laureth Sulfosuccinate, Sodium Chloride, Polysorbate 20, PEG-120 Methyl Glucose Trioleate, Glycerin, Polyquaternium-7, Eucalyptol, Disodium EDTA, Citric Acid, Amica Montana Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Ferox Leaf Juice Extract, Commiphora Myrrha Resin Extract, Angelica Archangelica Root Extract, Acorus Calamus Root Extract, Eugenia Caryophyllus (Clove) Bud Extract, Myristica Fragrans (Nutmeg) Fruit Extract, Piper Nigrum (Pepper) Fruit Extract, Curcuma Zedoaria Root Extract, zingiber Officinalis Leaf Oil, Citrus Limon Peel Oil, Mentha Piperita Herb Oil, Cinnamomum Zeylanicum Leaf Oil, Melaleuca Lacadendrom Cajuputi Leaf Oil, Citrus Sinensis Peel Oil Expressed, Citrus Grandis Peel Oil, Citrus Nobilis Peel Oil, Coriandrum Sativum Seed Oil, Citrus Aurantifolia Peel Oil Distilled, Citrus Aurantium Leaf Oil, Limonene, Eugenol, Propylene Glycol, Methylchloroisothiazolinone, Methylisothiazolinone.

## Energizing Blend Conditioner

Efficiency for scalp and hair



### WHAT IS IT?

Paraben free conditioner for fine, thinning and fragile hair. Hair thickening conditioner.

### WHO IS IT FOR?

For fine, thinning and fragile hair.

### WHAT DOES IT DO?

Hydrates, detangles and gives softness without weighing the hair down, Contains organic rosemary and organic sage extracts, Fioravanti balm, naturally derived glycerin, naturally derived menthol panthenol, rice bran oil, vitamin E and a mix of 11 essential oils.

### HOW DO YOU USE IT?

Apply to damp clean hair, gently massage and leave in for 1-3 minutes, while applying a slight pressure using the fingertips in a circular motion to enhance microcirculation. Rinse thoroughly.

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Cetrimonium Chloride, Glycerin, Oryza Sativa (Rice) Bran Oil, Behenyl Alcohol, Cyclopentasiloxane, Dimethicone, Cyclohexasiloxane, Eucalyptol, Menthol, Panthenol, Tocopheryl Acetate, Amica Montana Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Ferox Leaf Juice Extract, Commiphora Myrrha Resin Extract, Angelica Archangelica Root Extract, Acorus Calamus Root Extract, Eugenia Caryophyllus (Clove) Bud Extract, Myristica Fragrans (Nutmeg) Fruit Extract, Piper Nigrum (Pepper) Fruit Extract, Curcuma Zedoaria Root Extract, Zingiber Officinale (Ginger) Rhizome Extract, Elettaria Cardamomum Seed Extract, Citrus Limon Peel Oil, Rosmarinus Officinalis Leaf Oil, Mentha Piperita Herb Oil, Cinnamomum Zeylanicum Leaf Oil, Melaleuca Leucadendron Cajuputi Leaf Oil, Citrus Sinensis Peel Oil Expressed, Citrus Grandis Peel Oil, Citrus Nobilis Peel Oil, Coriandrum Sativum Seed Oil, Citrus Aurantifolia Peel Oil Distilled, Citrus Aurantium Leaf Oil, Phenoxyethanol, Caprylyl Glycol, Citric Acid, Eugenol, Limonene.

## Energizing Blend Scalp Treatment

Efficiency for scalp and hair

### WHAT IS IT?

An energizing and fortifying lotion and hair thickener scalp treatment.

### WHO IS IT FOR?

Fine, thinning and fragile hair.

### WHAT DOES IT DO?

Restores fullness, thickness, and luster.

### HOW DO YOU USE IT?

Apply to the scalp and massage gently for a few minutes using circular movements and light pressure from the fingertips to improve the micro-circulation 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.



### INGREDIENTS

Aqua (Water), Alcohol Denat., Eucalyptol, Camphor, Menthol, Hydrolyzed Rice Protein, Panthenol, Arnica Montana Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Ferox Leaf Juice Extract, Commiphora Myrrha Resin Extract, Angelica Archangelica Root Extract, Acorus Calamus Root Extract, Eugenia Caryophyllus (Clove) Bud Extract, Myristica Fragrans (Nutmeg) Fruit Extract, Piper Nigrum (Pepper) Fruit Extract, Curcuma Zedoaria Root Extract, Zingiber Officinale (Ginger) Rhizome Extract, Eleutheria Cardamomum Seed Extract, Citrus Limon Peel Oil, Rosmarinus Officinalis Leaf Oil, Citric Acid, Limonene.

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## KEY BENEFITS

- / gives hair unprecedented softness
- / revives hair color in color-treated hair
- / maintains hair radiance at home for longer
- / maximizes hair shine
- / enhance the tones in your own hair color





# milk\_shake<sup>®</sup> colour whipped cream

- / Formulated to condition and give an immediate and even color tone to the hair.
- / Contains milk proteins that condition and restructure the hair, special emollients that give long-lasting hydrating, and the exclusive ingredient Integrity 41<sup>®</sup> that improves color stability.
- / The color tone is easily removed via cleansing.

**Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.



## milk proteins

- / **strong supplementing and protective action** on the hair's structure
- / **give strength and resistance** to the hair fiber
- / **condition** the hair gently and naturally.



## Integrity 41<sup>®</sup>

- / **sunflower seed extract**, rich in antioxidant polyphenols
- / **protects from free radicals and external aggressors** that can damage the hair
- / **helps** to maintain hair color over time



## vitamin E

- / **widely known** for its antioxidant and hydrating properties
- / **has a protective action** and counteracts oxidative processes involved in the alteration of scalp and hair



## raspberry, blueberry and mango extracts

- / **have a protective, toning and energizing action.**



## SOS Roots

Instant color spray



### WHAT IS IT?

An instant color spray that temporarily covers up grey and or natural regrowth.

### WHO IS IT FOR?

Anyone looking for a temporary coverage of their regrowth in-between their color services.

### WHAT DOES IT DO?

The fine mist of the formula dries quickly and leaves hair weightless, clean and dry, covering regrowth.

### HOW DO YOU USE IT?

Use the special applicator for an instant result without staining  
/ spray the product directly onto the soft bristles  
/ apply to areas with greys / regrowth  
/ comb with the plastic comb to even-out the result  
/ wash the applicator after each application.

### INGREDIENTS

**Light blond/biondo chiaro:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77891 (Titanium Dioxide), CI 77492 (Iron Oxides), Trimethylsiloxysilicate, Methyl Trimethicone, CI 77499 (Iron Oxides), CI 77491 (Iron Oxides), Triethoxycaprylylsilane.

**Dark blond/biondo scuro:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77492 (Iron Oxides), CI 77499 (Iron Oxides), Trimethylsiloxysilicate, CI 77491 (Iron Oxides), Methyl Trimethicone, Triethoxycaprylylsilane.

**Light brown/castano chiaro:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77499 (Iron Oxides), CI 77492 (Iron Oxides), CI 77491 (Iron Oxides), Trimethylsiloxysilicate, Methyl Trimethicone, Triethoxycaprylylsilane.

**Brown/castano bruno:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77499 (Iron Oxides), Trimethylsiloxysilicate, CI 77491 (Iron Oxides), CI 77492 (Iron Oxides), Methyl Trimethicone, Triethoxycaprylylsilane.

**Black/nero:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77499 (Iron Oxides), Trimethylsiloxysilicate, Methyl Trimethicone, Triethoxycaprylylsilane.

**Mahogany/mogano:** Butane, Isobutane, Propane, Ethyl Trisiloxane, CI 77491 (Iron Oxides), CI 77499 (Iron Oxides), CI 77492 (Iron Oxides), Trimethylsiloxysilicate, Methyl Trimethicone, Triethoxycaprylylsilane.

The beauty benefits of argan oil.

/ Argan oil is a natural oil obtained from the core of the seed of the Argania Spinosa tree that grows in Morocco. The oil is extracted through a natural cold press process. It is natural oil used in both the food and cosmetic industries.

/ Argan oil has a high content of fatty acids with nourishing and repairing properties for skin and hair. It has a strong anti-aging action and naturally protects from the sun's rays.

/ A wonderful natural product that makes hair beautiful right from the first application. A rich formulation, but at the same time delicate on skin and hair.



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## Glistening Argan Oil

The beauty benefits of argan oil



### WHAT IS IT?

A unique organic argan formula treatment oil.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

It instantly conditions and nourishes hair, leaving it soft, and vibrant with added volume and exceptional shine.

### HOW DO YOU USE IT?

Massage a few drops onto palms of your hands and distribute through hair, before or after styling. Can be applied to damp or dry hair.

### INGREDIENTS

Cyclopentasiloxane, Dimethicone, Disiloxane, Argania Spinosa Kernel Oil, Parfum (Fragrance), CI 47000 (Yellow 11), CI 26100 (Red 17), Alpha-Isomethyl Ionone, Butylphenyl Methylpropional, Coumarin, Limonene, Linalool.

Anti-frizz treatments for radiant hair.

## KEY ACTIVE INGREDIENTS

/ oily date seed extract / abyssinian oil  
/ avocado oil / almond oil / rice oil  
/ conditioning and hydrating agents  
/ mix of volatile silicones

## Glistening Milk

Anti-frizz treatments for radiant hair

### WHAT IS IT?

Moisture & shine milk for frizzy hair.

### WHO IS IT FOR?

Frizzy hair textures.

### WHAT DOES IT DO?

Help eliminates frizz during styling and protects hair fiber from styling tools while blow drying. Makes hair supple and manageable while maintaining hair hydration. Date palm extract and crambe oil provide exceptional conditioning. Maintains hair color. Leaves hair soft and shiny.

### HOW DO YOU USE IT?

Apply by massaging onto clean, damp hair. Do not rinse, comb, or style. Improves the appearance of hair and curl definition when used after styling.

### INGREDIENTS

Aqua (Water), Cyclopentasiloxane, Glycerin, C12-15 Alkyl Benzoate, Amodimethicone, Phenoxyethanol, Guar Hydroxypropyltrimonium Chloride, Dimethiconol, Polyquaternium-37, Parfum (Fragrance), Paraffinum Liquidum (Mineral Oil), Imidazolidinyl Urea, Hexyldecanol, Ethylhexylglycerin, Cetrimonium Chloride, Trideceth-10, PPG-1 Trideceth-6, Citric Acid, Crambe Abyssinica Seed Oil, Benzyl Salicylate, Butylphenyl Methylpropional, Limonene, Hydroxycitronellal, Phoenix Dactylifera (Date) Seed Extract.



## Glistening Serum

Anti-frizz treatments for radiant hair

### WHAT IS IT?

Glistening serum for frizzy hair.

### WHO IS IT FOR?

Frizzy hair textures.

### WHAT DOES IT DO?

Helps eliminate frizz during and after styling. Provides heat protection and allows styling tools to glide through hair with ease. Smooths the hair cuticle for an exceptional glossy look. Date palm extract and crambe oil leave hair soft, manageable, vibrant and shiny.

### HOW DO YOU USE IT?

Apply a few drops onto palms of hands and distribute through hair, before or after styling.

### INGREDIENTS

Cyclopentasiloxane, Disiloxane, Dimethiconol, Crambe Abyssinica Seed Oil, Hexyldecanol, Phoenix Dactylifera (Date) Seed Extract, Parfum (Fragrance), Benzyl Salicylate, Butylphenyl Methylpropional, Hydroxycitronellal, Limonene.





**milk  
shake<sup>®</sup>**

**k-respect  
keratin system**

## WHAT ARE THE CAUSES OF FRIZZY HAIR?

- / Heated styling tools
- / Repeated chemical treatments
- / External aggressors
- / Bad eating habits

## WHAT IS **milk\_shake**<sup>®</sup> k-respect?

Highly efficient smoothing treatment that modifies the shape of the hair fiber, 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

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/100g).

## CLASSICAL STRAIGHTENING WITH REDUCING AGENTS

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

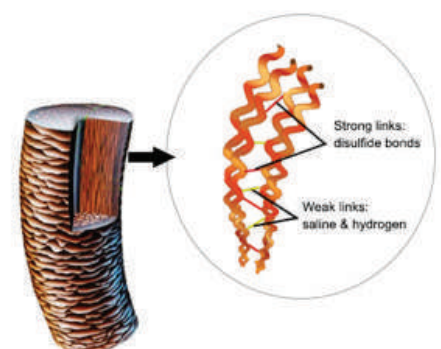
## THE EVOLUTION OF SMOOTHING TREATMENTS

**YESTERDAY:** keratin straightening with formaldehyde

- / PRO: natural straight effect
- / CONS: harmful for hairdresser and client

**TODAY:** KERATIN & GLYOXILIC ACID

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



Hair structure, strong links and weak links

## 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

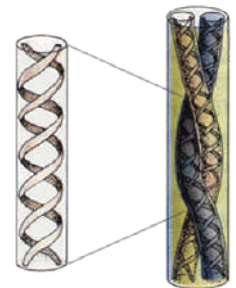
- / Keratin
- / Strong bonds (disulfide bridges)

#### TREATMENT

- / Glyoxilic 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.



### FIRST STEP

#### GLYOXILIC ACID + TEMPERATURE

This combination produces energy that makes the molecules vibrate.  
This weakens the sulfide bonds.

### SECOND 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.

### ANALYSIS OF HAIR STRUCTURE

With this technology no bond is broken

- / This treatment acts on keratin and bonds within the hair.
- / Very damaged hair could not have good results in terms of smoothness and duration.
- / Integrity Reconstruction services can be used in weeks leading up to the treatment, this would guarantee greater performance.

### **DAMAGED OR VERY DAMAGED HAIR:**

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*

### **THE APPLICATION**

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. 1cm wide, whereas in other cases sections can be 2cm wide.

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 of the selected iron.
- / This induces vibrations in the molecules, combined with the straightening action that happens on each section of the hair that is passed with the iron.
- / The temperature is determined by the hair's structure, but must never fall below 180°C / 360°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 (regrowth) where the hair is more resistant, it's important to concentrate with few extra of strokes.



milk\_shake® k-respect guarantees excellent results whilst respecting the hair, the client's health and the health of the hairdresser.

## A safe formula that respects the law

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

milk\_shake® k-respect

creates beautiful hair, but it also safeguards the health of the hairdresser and the client.

Its formula has been validated by the research and development laboratories in z.one concept™ and by various external laboratories.

**Abich** Abich Cosmetics Report N° 0326/19-01

**Rapporto di prova**

Reporto N°: **0326/19-01** **PANZERI DIFFUSION S.r.l.**  
Via Broccolini, 30  
31046 Malnate (VA)

Descrizione: **MLK Shake K-Respect Treatment**

Aspetto: **crema bianca**

Lotto: **03010019**

Codice interno: **0326/19**

Prodotto da: **Abich**

Data prelievo: n.d. Data arrivo Campione: **18/01/2019**

Data validazione: **13/02/2019** Data fine prova: **14/02/2019**

Parametro	Metodo	S.M.	L.A.	Risultato	Limit*
Concentrazione in Glyoxal	ML 316 - SPICCA 10-0173	1%	0,0001	< 0,0001	0,01

Tel. Legale: **Reg. CCE 122622009 Ancona (AN)**

Aut. Min. San. - **Verbania, 14/02/2019**

**Responsabile**

**Seal Pack**

**Abich Cosmetics**

**Seal Code**

**03010019**

**www.abich.it**

**COMPLIFE** Reporto di Prova / TEST REPORT

Reporto di Prova / TEST REPORT

Reporto N°: **18/02/0819** **PANZERI DIFFUSION S.R.L.**  
Via Broccolini, 30  
31046 Malnate (VA)

Descrizione: **MLK SHAKE K-RESPECT TREATMENT**

Aspetto: **crema bianca**

Lotto: **03010019**

Codice interno: **0326/19**

Prodotto da: **Abich**

Data prelievo: n.d. Data arrivo Campione: **18/01/2019**

Data validazione: **13/02/2019** Data fine prova: **14/02/2019**

Parametro: **Glyoxal, Total**

Metodo: **ML 316 - SPICCA 10-0173**

Risultato: **< 10**

Limite: **100**

**Responsabile**

**Seal Code**

**03010019**

**www.complife.it**

**MERIEUX** LABORATOIRES **CHÉLAB S.R.L.**

**RAPPORTO DI PROVA 18/000061713**

Reporto di Prova / TEST REPORT

Reporto N°: **18/000061713** **PANZERI DIFFUSION S.R.L.**  
Via Broccolini, 30  
31046 Malnate (VA)

Descrizione: **MLK SHAKE K-RESPECT TREATMENT 03010019**

Aspetto: **crema bianca**

Lotto: **03010019**

Codice interno: **0326/19**

Prodotto da: **Abich**

Data prelievo: n.d. Data arrivo Campione: **18/01/2019**

Data validazione: **13/02/2019** Data fine prova: **14/02/2019**

Parametro: **Glyoxal, Total**

Metodo: **ML 316 - SPICCA 10-0173**

Risultato: **< 10**

Limite: **100**

**Responsabile**

**Seal Code**

**03010019**

**www.merieux.com**

**MERIEUX** LABORATOIRES **CHÉLAB S.R.L.**

**RISULTATI ANALITICI ANALYTICAL RESULTS**

Reporto di Prova / TEST REPORT

Reporto N°: **18/000061713** **PANZERI DIFFUSION S.R.L.**  
Via Broccolini, 30  
31046 Malnate (VA)

Descrizione: **MLK SHAKE K-RESPECT TREATMENT 03010019**

Aspetto: **crema bianca**

Lotto: **03010019**

Codice interno: **0326/19**

Prodotto da: **Abich**

Data prelievo: n.d. Data arrivo Campione: **18/01/2019**

Data validazione: **13/02/2019** Data fine prova: **14/02/2019**

Parametro: **Glyoxal, Total**

Metodo: **ML 316 - SPICCA 10-0173**

Risultato: **< 10**

Limite: **100**

**Responsabile**

**Seal Code**

**03010019**

**www.merieux.com**

\*In compliance with EU REG. 1223/2009 all cosmetic products cannot contain a quantity of glyoxal above 100ppm (0,01g/100g).



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

# perfectly smooth silky hair service



**1.** Should the hair be curly, wavy, frizzy or damaged, proceed with the perfectly smooth silky hair service, ideal to straighten hair easily, improve the condition of the hair and prolong the duration of the style, giving shine for 3-5 months.



**2.** Before beginning the service, analyze the hair and brush gently with the flat brush.



**3.** Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



**4.** Dry the hair 90% using a blow-dryer and flat brush.



**5.** Divide the hair into 4 sections.



**6.** Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



**7.** Apply from roots to ends working ½" wide sections.



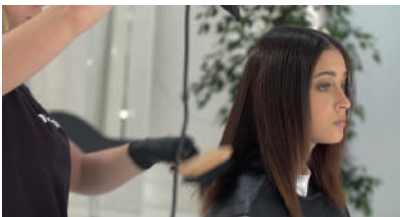
**8.** Comb and keep the hair straight using a fine-tooth comb. Continue over the whole head of hair. If necessary, use soft stripes to protect the face.

**TIPS**  
flat iron passes  
**7 times** at medium speed  
**15 times** at a fast speed

**TEMPERATURE**  
damaged hair: 355°F - 370°F  
slightly damaged hair: 355°F - 390°F  
natural hair in good condition: 390°F - 445°F



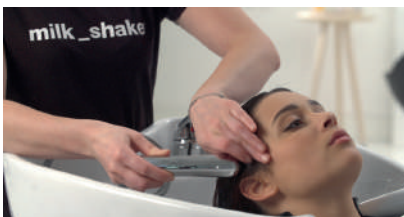
**9.** Leave in for 30 minutes if the hair is untreated or slightly damaged. Reduce the setting time if the hair has been chemically-treated or is damaged.



**10.** Dry completely using a blow-dryer and flat brush.



**11.** Subdivide the hair into 4 sections once more, then, beginning from the rear, take 1" wide sections and iron using a flat iron quickly several times over the hair from roots to ends.



**12.** Once the curing-phase with the flat iron has been completed, leave the hair to cool for 2-3 minutes. Rinse with water and cleanse with a gentle shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**.



**13.** Rinse and blow-dry the hair with a blow-dryer and flat brush. Spray **milk\_shake® incredible oil** over the hair to give flexibility and softness

# anti-frizz treatment



1. Should the hair be wavy or frizzy, proceed with the anti-frizz treatment, ideal to eliminate excessive frizz and volume, for shiny hair that is easy to manage for 3-5 months



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Dry the hair 90% using a blow-dryer.



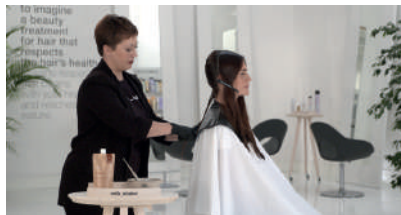
5. Divide the hair into 4 sections.



6. Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



7. Apply **milk\_shake® k-respect smoothing treatment** from roots to ends, working 1"-1 1/2" wide sections.



8. Comb and keep the hair straight with a fine-tooth comb. Continue over the whole head of hair.

## TIPS

flat iron passes

**7 times** at medium speed

**15 times** at a fast speed

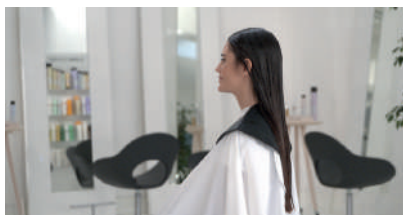
## TEMPERATURE

damaged hair: 355°F - 370°F

slightly damaged hair: 355°F - 390°F

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

condition:



9. Leave in for 20 minutes.



10. Rinse partially without completely removing the **milk\_shake® k-respect smoothing treatment** product completely from the hair.



11. Dry the hair completely using a blow-dryer and flat brush.



12. Subdivide the hair into 4 sections once more, then, beginning from the rear, take 1" wide sections and iron using a flat iron quickly several times over the hair from roots to ends.



13. Once the curing-phase with the flat iron has been completed, if the hair is not too heavy and is shiny, spray **milk\_shake® incredible oil** over the hair to give more flexibility and softness. If the previous rinse was not sufficient and if the hair is too fine, the hair could appear heavy. In this case, rinse, cleanse with a delicate shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**. Proceed with blow-drying and the desired style.

# perfect curls service



1. Should the hair be curly and frizzy, proceed with the perfect curls service, ideal to improve the condition of the hair, giving shine whilst maintaining curls and eliminating frizz for approximately 3 months.



2. Before beginning the service, analyze the hair and brush gently with the flat brush.



3. Cleanse the hair with **milk\_shake® k-respect preparing shampoo**. Lather the scalp with the palm of the hand and lather the ends gently. Should the ends be very damaged, lather very gently.



4. Dry the hair 50% with a blow-dryer.



5. Divide the hair into 4 sections.



6. Pour the **milk\_shake® k-respect smoothing treatment** into the bowl. For medium length hair, approximately 50 g of product is needed.



7. Apply the **milk\_shake® k-respect smoothing treatment** onto 1"-1 1/2" wide sections, using the fingertips to distribute the product well.



8. Comb and keep the hair straight using a wide tooth comb. Give the curls their original shape. Continue over the whole head of hair.



9. Leave in for 20 minutes.



10. Rinse partially without completely removing the **milk\_shake® k-respect smoothing treatment** product completely from the hair.



11. Dry the hair completely with a blow-dryer and diffuser.



12. Starting from the front, curl the hair using a curling wand of the desired size on 1" wide sections.



13. Once the curing-phase with the curling wand has been completed, if the hair appears clean and shiny, spray **milk\_shake® incredible oil** over the hair for flexibility and softness.

If the previous rinse was not sufficient and if the hair is too fine, the hair could appear heavy. In this case, rinse, cleanse with a delicate shampoo using **milk\_shake® k-respect smoothing shampoo** and condition using **k-respect smoothing conditioner**. Proceed with blow-drying and the desired style.



## K-Respect Preparing Shampoo

Innovative keratin smoothing and anti-frizz system

*For professional use only.*

### WHAT IS IT?

Purifying Shampoo for all hair types.

### WHO IS IT FOR?

All hair types when preparing the hair for a k-respect smoothing treatment.

### WHAT DOES IT DO?

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.

### HOW DO YOU USE IT?

Distribute evenly over damp hair and lather, then rinse. Repeat if necessary.

### INGREDIENTS

Aqua (Water), Sodium Laureth Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Polysorbate 20, Hydrolyzed Milk Protein, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Keratin, Mauritia Flexuosa Fruit Oil, Orbignya Oleifera Seed Oil, Astrocaryum Murumuru Seed Butter, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance), Methylchloroisothiazolinone, Methylisothiazolinone, Sodium Hydroxide, Tocopherol, Butylene Glycol, Citric Acid, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Magnesium Chloride, Magnesium Nitrate, Hexyl Cinnamal, Limonene, Linalool.

## K-Respect Smoothing Treatment

Innovative keratin smoothing and anti-frizz system

*For professional use only.*

### WHAT IS IT?

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.

### WHO IS IT FOR?

Clients looking to receive a k-respect smoothing treatment.

### WHAT DOES IT DO?

Helps to create a long lasting smoothing service

### HOW DO YOU USE IT?

Refer to step by step pages for different usages.

### INGREDIENTS

Aqua (Water), Glyoxylic Acid, Polysilicone-18 Cetyl Phosphate, Cetrimonium Chloride, Ethylhexyl Methoxycinnamate, Isopropyl Alcohol, Hydrolyzed Keratin, Lactis Serum Proteinum (Milk Protein), Helianthus Annuus (Sunflower) Seed Oil, Orbignya Oleifera Seed Oil, Lycium Barbarum Fruit Extract, Carica Papaya (Papaya) Leaf Extract, Mauritia Flexuosa Fruit Oil, Tocopherol, Fragaria Ananassa (Strawberry) Fruit Extract, Astrocaryum Murumuru Seed Butter, Dimethicone, Lactic Acid, Butylene Glycol, Citric Acid, Potassium Sorbate, Sodium Benzoate, Parfum (Fragrance), Limonene, Linalool, Hexyl Cinnamal.



## K-Respect Smoothing Shampoo

Innovative keratin smoothing and anti-frizz system



### WHAT IS IT?

Anti-frizz shampoo for hair.

### WHO IS IT FOR?

Ideal for all hair types looking to control frizz and maintain the results obtained during and after the k-respect Smoothing Treatment for a longer lasting result.

### WHAT DOES IT DO?

Gently cleanses while helping to maintain your k-respect keratin service. 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 color protection.

### HOW DO YOU USE IT?

Distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with milk\_shake® K-respect smoothing conditioner.

### INGREDIENTS

Aqua (Water), Ammonium Lauryl Sulfate, Cocamidopropyl Betaine, Sodium Chloride, Sodium Olivamphoacetate, Glycerin, Guar Hydroxypropyltrimonium Chloride, Styrene/Acrylates Copolymer, Coco-Glucoside, Hydrolyzed Milk Protein, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Keratin, Mauritia Flexuosa Fruit Oil, Orbignya Oleifera Seed Oil, Astrocaryum Murumuru Seed Butter, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Parfum (Fragrance), Methylchloroisothiazolinone, Methylisothiazolinone, Tocopherol, Butylene Glycol, Citric Acid, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Glycine, Sodium Lactate, Sodium Citrate, Benzoic Acid, Magnesium Chloride, Magnesium Nitrate, Lactobacillus Ferment, Hexyl Cinnamal, Limonene, Linalool.

## K-Respect Smoothing Conditioner

Innovative keratin smoothing and anti-frizz system



### WHAT IS IT?

Anti-frizz conditioner for hair

### WHO IS IT FOR?

Ideal for all hair types looking control frizz and maintain the results obtained during and after the k-respect Smoothing Treatment for a longer.

### WHAT DOES IT DO?

Maintains 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, milk proteins, and integrity 41® for hair color protection.

### HOW DO YOU USE IT?

Distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.

### INGREDIENTS

Aqua (Water), Myristyl Alcohol, Cetearyl Alcohol, Cetrimonium Chloride, Glycerin, Dimethicone, Polyquaternium-28, Guar Hydroxypropyltrimonium Chloride, Panthenol, Propylene Glycol, Hydrolyzed Milk Protein, Fragaria Ananassa (Strawberry) Fruit Extract, Lycium Barbarum Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Keratin, Mauritia Flexuosa Fruit Oil, Orbignya Oleifera Seed Oil, Astrocaryum Murumuru Seed Butter, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Tocopheryl Acetate, Parfum (Fragrance), Phenoxyethanol, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate, Ethylhexylglycerin, Caprylyl Glycol, Tocopherol, Butylene Glycol, Citric Acid, Glycine, Sodium Lactate, Sodium Citrate, Lactobacillus Ferment, Hexyl Cinnamal, Limonene, Linalool.

## K-Respect Smoothing Maintainer Mist

Innovative keratin smoothing and anti-frizz system



### WHAT IS IT?

Protective anti-frizz treatment spray with an anti-humidity effect.

### WHO IS IT FOR?

Clients looking to control frizz and humidity while maintaining smoother hair.

### WHAT DOES IT DO?

Maintains the hairstyle. Its special formula facilitates drying and reduces drying times, protecting hair from environmental aggressors, aiding in blocking humidity lasting 3-4 shampoos.

### HOW DO YOU USE IT?

Apply generously over lengths and ends over clean, damp hair. Comb through and proceed with styling.

### INGREDIENTS

Aqua (Water), Dipropylene Glycol, Polysilicone-29, Butylene Glycol, Phenoxyethanol, Propylene Glycol, PPG-26-Buteth-26, Potassium Sorbate, Sodium Benzoate, Parfum (Fragrance), PEG-40 Hydrogenated Castor Oil, Ethylhexyl Methoxycinnamate, Mauritia Flexuosa Fruit Oil, Orbignya Oleifera Seed Oil, Limonene, Astrocaryum Murumuru Seed Butter, Lactic Acid, Helianthus Annuus (Sunflower) Seed Extract, Rubus Idaeus (Raspberry) Leaf Extract, Tocopherol, Mangifera Indica (Mango) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Linalool, Hexyl Cinnamal, Citral, Hydrolyzed Keratin, Hydroxycitronellal.

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Create an infinite variety of looks,  
define, give hold and transform hair  
in just a few, simple steps.



Whatever your style  
milk\_shake® lifestyling is the best solution  
to enhance your look.

**FOR DAILY USE**

- / shape, structure, definition
- / heat protection
- / color protection
- / reduce drying time
- / facilitate styling

soft and strong hold with one common denominator:

**MAKE THE FINAL RESULT FLEXIBLE**

**ACTIVE INGREDIENTS**



**QUINOA PROTEINS**

- / protect color
- / prevent color-fading
- / increase manageability and shine



**INTEGRITY 41®**

- / sunflower seed extract
- / rich in antioxidant polyphenols
- / protects from free radicals and aggressors that damage the hair



**ORGANIC CHESTNUT EXTRACT**

- / thermal protection
- / repairs the hair fiber
- / prevents dehydration
- / doesn't weigh hair down



**ORGANIC APPLE, LEMON AND BLUEBERRY EXTRACTS**

- / protective action
- / toning action
- / emollient action
- / conditioning action



**MILK PROTEINS**

- / supplements hair while protecting and conditioning
- / provides strength and resistance to the hair fiber



**SILK PROTEINS**

- / film-forming action and conditioning
- / thermal protection protects hair from damaging aggressors



**MODIFIED STARCH**

- / absorbs sebum



**HEMP SEED OIL**

- / nourishing emollient for scalp and hair



**UV FILTER**

- / protects from the rays that cause dehydration and color fade





## Smoothing Cream

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Soft hold smoothing cream.

### WHO IS IT FOR?

All hair types looking for a smoother hair.

### WHAT DOES IT DO?

Smooths the cuticle, protects hair during blow-drying and gives natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.

### HOW DO YOU USE IT?

Apply the necessary quantity by distributing over clean, damp hair. Proceed with styling.

### INGREDIENTS

Aqua (Water), Cyclopentasiloxane, Polyacrylamide, Phenoxyethanol, C13-14 Isoparaffin, Dimethicone, Dimethiconol, Parfum (Fragrance), C12-15 Alkyl Benzoate, Caprylic/Capric Triglyceride, Laureth-7, Amodimethicone, Ethylhexyl Methoxycinnamate, Ethylhexylglycerin, Disodium EDTA, Helianthus Annuus (Sunflower) Seed Extract, Butylene Glycol, Linalool, Hydrolyzed Silk PG-Propyl Methylsilanediol, Trideceth-10, Cetrimonium Chloride, Hydrolyzed Quinoa, PEG-5 Cocomonium Methosulfate, Citrus Limon (Lemon) Peel Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Limonene, Sodium Glutamate, Alpha-Isomethyl Ionone, Citric Acid, Hydroxypropyltrimonium Hydrolyzed Casein, Hydrolyzed Milk Protein, Sodium Cocoyl Glutamate, Sodium Benzoate, Potassium Sorbate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride.

## Shaping Foam

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Medium hold shaping foam.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Creates volume and shape. Protects hair during blow-drying. Gives body and natural control with flexible hold.

### HOW DO YOU USE IT?

Shake well and apply the necessary quantity on to clean, damp hair and proceed with styling.

### INGREDIENTS

Aqua (Water), PVP, Butane, VP/VA Copolymer, Isobutane, Propane, Lauramine Oxide, Polyquaternium-4, Propylene Glycol, Imidazolidinyl Urea, PEG-12 Dimethicone, Parfum (Fragrance), PPG-26-Buteth-26, Limonene, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Quinoa, Ethylhexyl Methoxycinnamate, Hydrolyzed Chestnut Extract, Hydrolyzed Milk Protein, Butylene Glycol, CI 16035 (Red 40), CI 19140 (Yellow5), Linalool, Citrus Limon (Lemon) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Citral, Citric Acid, Helianthus Annuus (Sunflower) Seed Extract, CI 42090 (Blue 1), Eugenol, Sodium Benzoate, Potassium Benzoate, Potassium Sorbate, BHT.





## Liquid Styler

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

### WHAT IS IT?

Styling and defining fluid.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Creates definition and soft, flexible hold with a memory effect. Leaves hair full, soft and shiny.

### HOW DO YOU USE IT?

Apply the necessary quantity on to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.

### INGREDIENTS

Aqua (Water), Alcohol Denat., Polyquaternium-10, Hydrolyzed Chestnut Extract, VP/Dimethylaminoethylmethacrylate Copolymer, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Quinoa, Polysorbate 20, Hydrolyzed Milk Protein, Panthenol, Ethylhexyl Methoxycinnamate, Citrus Limon (Lemon) Peel Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Parfum (Fragrance), Phenoxyethanol, Caprylyl Glycol, Disodium EDTA, Citric Acid, Butylene Glycol, Sodium Benzoate, Potassium Sorbate, Butylphenyl Methylpropional, Citronellol, Hexyl Cinnamal, Limonene, Linalool.

## Texturizing Spritz

Define, give hold and transform hair in a few simple steps

HOLD ■□□□ VOL ■■■□ SHINE □□□□

### WHAT IS IT?

Bodifying spray for hair.

### WHO IS IT FOR?

All hair types. Particularly suitable for fine hair.

### WHAT DOES IT DO?

Gives hold and creates "beach-effect" voluminous waves with shape control on all hair lengths. Protects hair from fading and dehydration.

### HOW DO YOU USE IT?

Shake well before use. Spray over damp hair and leave to dry naturally for a casual look. Work with a diffuser or brush and blow-dryer for a more defined, natural look. Spray over dry hair and shape with the hands for extra hold and volume.

### INGREDIENTS

Aqua (Water), Alcohol Denat., Sodium Chloride, Magnesium Sulfate, PVP, PEG-40 Hydrogenated Castor Oil, Glycerin, Polysorbate 20, Phenoxyethanol, PEG-12 Dimethicone, Benzyl Alcohol, Hydrolyzed Milk Protein, Citrus Limon (Lemon) Peel Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Hydrolyzed Chestnut Extract, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Ethylhexyl Methoxycinnamate, Aminomethyl Propanol, Parfum (Fragrance), Butylene Glycol, Citric Acid, Sodium Benzoate, Potassium Sorbate, Coumarin, Hexyl Cinnamal, Limonene, Linalool.





### Curl Perfectionist

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

#### WHAT IS IT?

A curl cream that tames hair, defines curls and eliminates frizz.

#### WHO IS IT FOR?

Curly hair, or for anyone looking to enhance their curls.

#### WHAT DOES IT DO?

Defines and tames curls, banishing frizz and intensifying the hair's natural texture. This curl defining cream gives long-lasting shape, softness and shine.

#### HOW DO YOU USE IT?

Apply to towel dried hair and either allow to dry naturally, diffuse with medium heat and or style as required.

#### INGREDIENTS

Aqua(water), Cyclopentasiloxane, Glycerin, Polysorbate 60, Myristyl Alcohol, Stearyl Alcohol, Cetyl Alcohol, PVP, Hydroxypropyl Starch Phosphate, Citrus Limon (Lemon) Peel Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus(Apple) Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Lactis Serum Proteinum (Whey Protein), Hydrolyzed-Chestnut Extract, Hydrolyzed Quinoa, Ethylhexyl Methoxycinnamate, Polyquaternium-10, Hydroxypropyl Guar Polyquaternium-28, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Butylene Glycol, Benzyl Benzoate, Citric Acid, Lactic Acid, Amyl Cinnamal, Linalool, Benzyl Salicylate, Coumarin, Hexyl Cinnamal, Limonene, Citronellol, Geraniol, Benzyl Alcohol, Parfum (Fragrance), Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate, Sodium Benzoate.

### Dry Shampoo

Define, give hold and transform hair in a few simple steps

HOLD □□□□ VOL ■■■■ SHINE ■□□□



#### WHAT IS IT?

Instant dry shampoo.

#### WHO IS IT FOR?

All hair types.

#### WHAT DOES IT DO?

Ultra-fine mist formula with instant results. Gives scalp a pleasant sensation of freshness and cleanliness without needing water, leaving hair light and without any product residue. Leaves hair looking cleaner for longer.

#### HOW DO YOU USE IT?

Shake before use and spray onto roots. Wait for a few moments, then style using your hands or brush.

#### INGREDIENTS

Isobutane, Propane, Alcohol Denat., Aluminum Starch Octenylsuccinate, Cannabis Sativa Seed Oil, Isopropyl Myristate, Silica.



### Let it Shine

Define, give hold and transform hair in a few simple steps

HOLD □□□□ VOL ■□□□ SHINE ■■■■

#### WHAT IS IT?

Super fine mist that leaves hair soft and shiny without weighing it down.

#### WHO IS IT FOR?

Anyone looking for added shine, with thermal protection. Suitable for all hair types.

#### WHAT DOES IT DO?

Leaves hair soft and shiny without weighing it down. This softening glossing spray keeps static in check and has a thermo-protective action. Does not have any hold.

#### HOW DO YOU USE IT?

Spray evenly over damp hair, lengths and ends or at the end of styling.

#### INGREDIENTS

Alcohol Denat., Propane, Butane, Isobutane, C10-12 Isoparaffin, Cyclopentasiloxane, Parfum (Fragrance), Hydrolyzed Quinoa, Hydrolyzed Milk Protein, Pyrus Malus (Apple) Fruit Extract, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Juice, Vaccinium Myrtilus Fruit Extract, Hydrolyzed Silk, Benzophenone-3, Alpha-Isomethyl Ionone, Limonene, Linalool.



### Strong Eco Hairspray

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

#### WHAT IS IT?

Eco-friendly hairspray with extra strong hold. Formulated specially for color-treated hair, it is quick to dry, and easily brushes out without leaving a residue.

#### WHO IS IT FOR?

Anyone looking to maintain volume and body with strong hold.

#### WHAT DOES IT DO?

Gives structure plus exceptional shine, protects hair from humidity and external aggressors, maintaining the hair's volume and style.

#### HOW DO YOU USE IT?

Spray at 8 – 12 inches from hair. Apply to damp hair and blow-dry for body and support or on dry hair for strong hold.

#### INGREDIENTS

Alcohol Denat., VA/Crotonates/Vinyl Neodecanoate Copolymer, PVP/VA Copolymer, Aminomethyl Propanol, PEG/PPG-14/4 Dimethicone, Parfum (Fragrance), Hydrolyzed Quinoa, Hydrolyzed Milk Protein, Pyrus Malus (Apple) Fruit Extract, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Juice, Vaccinium Myrtilus Fruit Extract, Hydrolyzed Silk, Benzophenone-3, Alpha-Isomethyl Ionone, Geraniol, Linalool, Citronellol.

### Medium Hold Hairspray

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ □ VOL ■■■□ □ SHINE ■■■□ □

#### WHAT IS IT?

Medium hold styling and finishing spray

#### WHO IS IT FOR?

All hair types.

#### WHAT DOES IT DO?

Supports hair styles with a natural and flexible hold. Leaves hair full of body and shine without product residue and without weighing the hair down. UV filter and quinoa proteins provide color from the sun's rays and environmental stress which causes color-fading.

#### HOW DO YOU USE IT?

Spray approx. 8-12 inches from hair as needed.

#### INGREDIENTS

Alcohol Denat, Butane, Methylal, Isobutane, Propane, Acrylates Copolymer, Aminomethyl Propanol, Ethylhexyl Methoxycinnamate, Phenyl Trimethicone, Hydrolyzed Quinoa, Parfum (Fragrance), Aqua (Water), Alpha-Isomethyl Ionone, Butylphenyl Methylpropional, Citronellol, Hexyl Cinnamal, Linalool, Limonene.



### Strong Hold Hairspray

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ □ VOL ■■■■ ■ SHINE ■■■□ □

#### WHAT IS IT?

Strong hold hair spray formulated with color protection for color-treated hair.

#### WHO IS IT FOR?

All hair types.

#### WHAT DOES IT DO?

Strong hold hair spray formulated to give structure, hold and long-lasting style without taking away the hair's natural movement. Gives hair body and shine without product build-up or residue. Protects treated hair for results that are vibrant, intense and shiny.

#### HOW DO YOU USE IT?

Spray 8-12 inches from hair for the desired effect or style.

#### INGREDIENTS

Alcohol Denat., Propane, Butane, Isobutane, Acrylates Copolymer, Aminomethyl Propanol, Parfum (Fragrance), PEG-12 Dimethicone, Benzophenone-3, Hydrolyzed Quinoa, Aqua (Water), Citric Acid.



## Texturizing Cream

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ □ VOL ■■■□ □ SHINE ■■■□ □

### WHAT IS IT?

Bodifying molding cream.

### WHO IS IT FOR?

All hair types but particularly suitable for fine hair.

### WHAT DOES IT DO?

Gives body, separation and control to hair strands for creative, unkempt looks. Organic fruit extracts, quinoa, milk proteins, Integrity 41® and UV filters protect hair.

### HOW DO YOU USE IT?

Apply a small amount to the palms of your hands and with your fingertips work from root to ends. May be applied on clean damp hair for added body or on dry hair for added texture and separation.

### INGREDIENTS

Aqua (Water), Glycerin, Cetearyl Alcohol, VP/DMPAP Acrylates Copolymer, Polyquaternium-37, PEG-20 Stearate, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Quinoa, Hydrolyzed Chestnut Extract, Panthenol, Tocopheryl Acetate, Hydrolyzed Milk Protein, Ethylhexyl Methoxycinnamate, Helianthus Annuus (Sunflower) Seed Extract, Citrus Limon (Lemon) Peel Extract, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Parfum (Fragrance), Phenoxyethanol, Caprylyl Glycol, Lactic Acid, Butylene Glycol, Citrus Acid, Sodium Benzoate, Potassium Sorbate, Coumarin, Hexyl Cinnamal, Limonene, Linalool, CI 42090 (Blue 10, CI 19140 (Yellow 5).



## Freehand Paste

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ □ VOL ■■■□ □ SHINE ■■■□ □

### WHAT IS IT?

Molding paste with flexible control.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Provides an elastic and stretchy texture to manipulate hair and create definition in an infinite array of styles. Organic fruit extracts, quinoa, milk proteins, Integrity 41® and UV filter protects hair.

### HOW DO YOU USE IT?

Apply a small amount to the palms of your hand and with your fingertips work from root to ends. May be applied on clean damp hair for styling or on dry hair for added texture.

### INGREDIENTS

Aqua (Water), Propylene Glycol, Ozokerite, VP/VA Copolymer, Oleth-20, Petrolatum, Paraffinum Liquidum (Mineral Oil), Oleth-3, Oleth-3 Phosphate, Oleth-5, Sucrose, Oleth-10 Phosphate, PEG-6 Caprylic/Capric Glycerides, Triethanolamine, Citrus Limon (Lemon) Peel Extract, Helianthus Annuus (Sunflower) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Benzophenone-4, Benzyl Alcohol, Butylene Glycol, CI 16035 (Red 40), CI 19140 (Yellow 5), Citric Acid, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Hydroxyethylcellulose, Imidazolidinyl Urea, Leuconostoc/Radish Root Ferment Filtrate, Parfum (Fragrance), PEG-150 Pentaerythrityl Tetrastearate, PEG-90M, Phenoxyethanol, Potassium Sorbate, PVP, Sodium Benzoate, Citral, Eugenol, Limonene, Linalool.





## Design Wax

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Defining wax.

### WHO IS IT FOR?

All hair types but particularly suitable for fine hair.

### WHAT DOES IT DO?

Gives a touch of shine, separation and flexible definition to hair. With organic fruit extracts, quinoa and milk proteins, Integrity 41®, and UV filters, leaves hair defined, shiny and protected.

### HOW DO YOU USE IT?

Apply to dry hair by placing a small amount between the palm of your hands. Using your fingertips, begin at the roots and work to the ends.



### INGREDIENTS

Aqua (Water), PEG-7 Glyceryl Cocate, Cetearth-30, Beheneth-25, Paraffinum Liquidum (Mineral Oil), Dicaprylyl Carbonate, Oleth-20, Parfum (Fragrance), Hydrolyzed Milk Protein, Citrus Limon (Lemon) Peel Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Quinoa, Ethylhexyl Methoxycinnamate, Phenoxyrthanol, Caprylyl Glycol, Butylene Glycol, Lactic Acid, Mica, CI77891 (titanium Dioxide), CI 16035 (Red 40), Citrus Acid, Dosiium Benzoate, Potassium Sorbate, Alpha-Isomethyl Ionone, Benzyl Benzoate, Benzyl Cinnamate, Benzyl Salicylate, Citral, Limonene, Linalool.

## Thermo-Protector

Define, give hold and transform hair in a few simple steps

HOLD □□□□ VOL □□□□ SHINE ■■■■

### WHAT IS IT?

An ultra-fine formula created to protect hair fibers from the heat of blow-drying, straightening irons and curling wands.

### WHO IS IT FOR?

Anyone looking for heat protection from thermal appliances.

### WHAT DOES IT DO?

Creates an invisible protective layer over hair that prevents split ends, breakage and damage, while reducing drying time. It's super lightweight and ensures your hair has a smooth and shiny finish free from heat damage.

### HOW DO YOU USE IT?

Apply approximately 20-30 inches onto clean, damp hair, from roots to ends. Proceed with blow-drying.

### INGREDIENTS

Alcohol Denate, Propane, Butane, Isobutane, Cyclopentasiloxane, Dimethicone, Quaternium-80, Quaternium-15, Hydrolyzed Silk, Hydrolyzed Quinoa, Hydrolyzed Milk, Protein, Parfum (Fragrance), Alpha-Isomethyl Ionone, Geraniol, Linalool, Citronellol





### Extra Strong Hairspray

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

#### WHAT IS IT?

An extra strong holding hair spray

#### WHO IS IT FOR?

Anyone looking for maximum hold in their style.

#### WHAT DOES IT DO?

Formulated to provide extra strong hold and keep styles in place with maximum hold and flexible support. Leaves hair shiny and healthy. Contains quinoa proteins for color protection.

#### HOW DO YOU USE IT?

Spray 8-12 inches from hair for the desired effect or style.

#### INGREDIENTS

Alcohol Denat, Hydrofluorocarbon 152-A, Isobutane, Ethyl Ester Of Pvm/Ma Copolymer, Aminomethyl Propanol, Dimethyl Stearamine, Peg-75 Lanolin, Glycerin, Linoleamidopropyl Ethyldimonium Ethosulfate, Dimethyl Lauramine Isostearate, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Cyclotetrasiloxane, Lactamide Mea, Benzophenone-3, Ethylhexyl Methoxycinnamate, Panthenol, Fragrance (Parfum).

### Fixing Paste

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

#### WHAT IS IT?

A strong, flexible styling paste

#### WHO IS IT FOR?

Any hairstyle needing structure, texture, and a strong flexible hold

#### WHAT DOES IT DO?

Provides workable and pliable support to a hairstyle with long lasting hold

#### HOW DO YOU USE IT?

Use a small quantity of product, work it in-between the palms of your hand, distribute over damp or dry hair and shape as desired.

#### INGREDIENTS

Aqua (Water), Lanolin Cera (Lanolin Wax), Petrolatum, Cetearth-25, VP/VA Copolymer, Alcohol Denat., Cera Alba (Beeswax), Ozokerite, Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer, Copernicia Cerifera Cera (Copernicia Cerifera (Carnauba) Wax), Cetearyl Alcohol, Parfum (Fragrance), Tocopheryl Acetate, Ethylhexyl Methoxycinnamate, Hydrolyzed Milk Protein, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Quinoa, Phenoxyethanol, Imidazolidinyl Urea, Caprylyl Glycol, Glycine, Sodium Lactate, Sodium Citrate, Sodium Benzoate, Potassium Sorbate, Citric Acid, Butylene Glycol, Benzyl Alcohol, Coumarin, Hexyl Cinnamal, Limonene, Linalool.



## Medium Hold Gel

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

A medium hold styling gel.

### WHO IS IT FOR?

Anyone looking for a medium hold in their style.

### WHAT DOES IT DO?

Gives medium hold to any hairstyle, while creating definition and incredible shine. Structure to finer hair, definition to curly hair as well as providing an anti-frizz effect. This amazing gel will not leave any residue on the hair.

### HOW DO YOU USE IT?

Apply small quantity to damp or dry hair and proceed with styling.

### INGREDIENTS

Aqua (Water), VP/VA Copolymer, Alcohol Denat., Glycerin, PPG-1- PEG-9 Lauryl Glycol Ether, Coceth-7, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, VP/Dimethylaminoethylmethacrylate Copolymer, Aminomethyl Propanol, PEG-40 Hydrogenated Castor Oil, Panthenol, Citrus Limon (Lemon) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Hydrolyzed Chestnut Extract, Hydrolyzed Quinoa, Hydrolyzed Milk Protein, Ethylhexyl Methoxycinnamate, Helianthus Annuus (Sunflower) Seed Extract, Butylene Glycol, Phenoxyethanol, Chlorphenesin, Ethylhexylglycerin, Glycine, Sodium Lactate, Sodium Citrate, Benzyl Alcohol, Potassium Sorbate, Sodium Benzoate, Citric Acid, Parfum (Fragrance), Hexyl Cinnamal, Limonene, Linalool.



## Blow-Dry Primer

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Pre-styling lotion for hair.

### WHO IS IT FOR?

Ideal for all hair types.

### WHAT DOES IT DO?

Gives hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading.

### HOW DO YOU USE IT?

Apply the necessary quantity to clean, damp hair. Proceed with the desired style.

### INGREDIENTS

Aqua (Water), Alcohol Denat., PVP, Cocamidopropyl Betaine, Polysorbate 20, Polyquaternium-28, Hydrolyzed Milk Protein, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Hydrolyzed Chestnut Extract, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Phenoxyethanol, Parfum (Fragrance), Chlorphenesin, Ethylhexylglycerin, Butylene Glycol, Citric Acid, Potassium Sorbate, Sodium Benzoate, Glycine, Caprylyl Glycol, Sodium Chloride, Sodium Lactate, Sodium Citrate, Coumarin, Hexyl Cinnamal, Limonene, Linalool, Benzyl Alcohol, CI 16035 (Red 40).



### Curl Shaper

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

#### WHAT IS IT?

Shaping fluid for curly hair

#### WHO IS IT FOR?

Anyone with curly hair, looking to re-define their curls.

#### WHAT DOES IT DO?

It intensifies the hair's natural texture, giving control to defined curls and perfecting soft waves. Its specific formula guarantees an anti-frizz action, shine, and color protection.

#### HOW DO YOU USE IT?

Apply to clean, damp hair and proceed with styling, or on dry hair to redefine curls.

#### INGREDIENTS

Aqua (Water), Cyclopentasiloxane, VP/DMAPA Acrylates Copolymer, Polyquaternium-37, Paraffinum Liquidum (Mineral Oil), Phenoxyethanol, Polyquaternium- 11, Parfum (Fragrance), Polysorbate 80, C12-15 Alkyl Benzoate, PPG-1 Trideceth-6, Disodium EDTA, VP/Dimethyl-aminoethylmethacrylate Copolymer, Ethylhexylglycerin, Citric Acid, Panthenol, Propylene Glycol, Benzalkonium Chloride, Hexyl Cinnamal, Limonene, Simmondsia Chinensis (Jojoba) Seed Oil, Ethylhexyl Methoxycinnamate, Helianthus Annuus (Sunflower) Seed Oil, Hydrolyzed Chestnut Extract, Benzyl Benzoate, Benzyl Salicylate, Coumarin, Butylene Glycol, Helianthus Annuus (Sunflower) Seed Extract, Amyl Cinnamal, Linalool, Hydrolyzed Quinoa, PEG-5 Cocomonium Methosulfate, Citronellol, Geraniol, Vaccinium Myrtillus Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Peel Extract, Sodium Glutamate, Sodium Cocoyl Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Benzoate, Potassium Sorbate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride.



### Powder Pop

Define, give hold and transform hair in a few simple steps

HOLD ■■■□ VOL ■■■■ SHINE □□□□

#### WHAT IS IT?

A weightless volumizing styling powder for the hair.

#### WHO IS IT FOR?

Ideal for anyone looking to create volume in their styles.

#### WHAT DOES IT DO?

Create all-day volume, hold and texture, maintaining a matt finish.

#### HOW DO YOU USE IT?

After blow-drying, disperse a small amount of product closer to the scalp area and place hair where desired.

#### INGREDIENTS

Aqua, Glycerin, Silica-Silylate, Lactis Serum Proteinum (Milk Protein), Phenoxyethanol.



## Amazing

Define, give hold and transform hair in a few simple steps



### WHAT IS IT?

A pre-styling spray capable of controlling humidity / thus eliminating frizz with a long-lasting result.

### WHO IS IT FOR?

Anyone looking to control humidity inter hair ,while maintaining their style longer.

### WHAT DOES IT DO?

The special polymers within its formula are heat-activated, creating a film-like effect over the hair that protects hair from humidity, protects hair colour and maintains the hairstyle for longer. Its formula, enriched with fruit extracts, gives a shiny, glossy finish with a mirror-like effect. It reduces drying time, protects from heated styling tools, doesn't leave residue and doesn't weigh the hair down.

### HOW DO YOU USE IT?

/ apply to clean, damp hair divided into sections to ensure an even application of the product

/ comb through lengths to distribute evenly and proceed with styling

/ for best results, do not apply other styling products before milk\_shake® lifestyling amazing

### INGREDIENTS

Aqua (Water), Dipropylene Glycol, Polysilicone-29, Silicone Quaternium-18, DMDM Hydantoin, Trideceth-6, Trideceth-12, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Butylene Glycol, Iodopropynyl Butylcarbamate, Phenoxyethanol, Citric Acid, Sodium Benzoate, Potassium Sorbate.

## Amazing Curls & Waves

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



### WHAT IS IT?

An ultra-lightweight spray for wavy styles and curly hair.

### WHO IS IT FOR?

Anyone looking to enhance and control wavy or curly hair while eliminating frizz.

### WHAT DOES IT DO?

It supports and defines curls as well as helping to create wavy styles with a memory effect leaving hair weightless and without residue.

### HOW DO YOU USE IT?

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

### INGREDIENTS

Aqua (Water), PEG-40/PPG-8 Methylaminopropyl/Hydroxypropyl Dimethicone Copolymer, Glycerin, VP/Methacrylamide/Vinyl Imidazole Copolymer, Polymide-1, Dipropylene Glycol, DMDM Hydantoin, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Hydrolyzed Quinoa, Iodopropynyl Butylcarbamate, Citric Acid, Butylene Glycol, Benzyl Alcohol, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Phenylpropanol, Propanediol, Caprylyl Glycol, Tocopherol



## Styling Potion

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Conditioning and styling cream.

### WHO IS IT FOR?

All hair types.

### WHAT DOES IT DO?

Gives light support and an immediate conditioning effect. Smooths the cuticle of the hair and gives natural body.

### HOW DO YOU USE IT?

Dose the necessary quantity and apply by distributing over clean, damp hair. Proceed with styling.

### INGREDIENTS

Aqua (Water), Propylene Glycol, Alcohol Denat., VP/VA Copolymer, Guar Hydroxypropyltrimonium Chloride, Amodimethicone, Cetrimonium Chloride, Trideceth-10, PEG-40 Hydrogenated Castor Oil, Hydrolyzed Milk Protein, Tocopheryl Acetate, Ethylhexyl Methoxycinnamate, Citrus Limon (Lemon) Peel Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Helianthus Annuus (Sunflower) Seed Extract, Hydrolyzed Quinoa, Hydrolyzed Chestnut Extract, Parfum (Fragrance), Phenoxyethanol, Caprylyl Glycol, Citric Acid, Butylene Glycol, CI 16035 (Red 40), CI 19140 (Yellow 5), Citral, Eugenol, Limonene, Linalool, Sodium Benzoate, Potassium Sorbate.

## Grease

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

Braid defining wax.

### WHO IS IT FOR?

Anyone looking for control and separation in their style and or braids

### WHAT DOES IT DO?

Assist in creating control while braiding, separation and shine in your styling.

### HOW DO YOU USE IT?

Apply on damp or dry hair, depending on your styling preference, on wet or dry hair for braiding, or on dry hair for finishing with separation and control.

### INGREDIENTS

Ceteareth-25, Aqua (Water), Glycerin, PEG-7 Glyceryl Cocoate, PEG-7 Hydrogenated Castor Oil, Propylene Glycol, VP/VA Copolymer, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Phenoxyethanol, Parfum (Fragrance), Chlorphenesin, Ethylhexylglycerin, Butylene Glycol, Citric Acid, Benzyl Alcohol, Potassium Sorbate, Sodium Benzoate, Lactic Acid, Glycine, Sodium Lactate, Sodium Citrate, Amyl Cinnamal, Benzyl Benzoate, Benzyl Salicylate, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Limonene, Linalool.





## Lotion

Define, give hold and transform hair in a few simple steps

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

### WHAT IS IT?

A light and flexible defining lotion.

### WHO IS IT FOR?

For hair styles or braids requiring a light, polished and flexible hold with moderate volume.

### WHAT DOES IT DO?

Assist in leaving hair with a polish finish adding in creating a smooth, effortless braid or style.

### HOW DO YOU USE IT?

Apply on damp or dry hair, blow-dry and style as usual. For greater definition Apply a small quantity of products to your fingertips before braiding.

### INGREDIENTS

Aqua (Water), VP/VA Copolymer, C12-15 Alkyl Benzoate, Propylene Glycol, Citrus Limon (Lemon) Peel Extract, Helianthus Annuus (Sunflower) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Aminomethyl Propanol, Benzophenone-4, Benzyl Alcohol, Bis-Cetearyl Amodimethicone, Butylene Glycol, Caprylic/Capric Triglyceride, Cetearth-25, Cetearth-7, Citric Acid, DMDM Hydantoin, Ethylhexyl Methoxycinnamate, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Leuconostoc/Radish Root Ferment Filtrate, Myristyl Myristate, Parfum (Fragrance), PEG-40 Hydrogenated Castor Oil, Phenoxyethanol, Polyquaternium-11, Potassium Sorbate, Sodium Benzoate, Citral, Eugenol, Limonene, Linalool.

## Cream

Define, give hold and transform hair in a few simple steps

HOLD □□□□ VOL □□□□ SHINE ■■■■

### WHAT IS IT?

A light and flexible braiding or blow-dry styling cream

### WHO IS IT FOR?

Ideal for creating braids, or maintaining the perfect support in a style

### WHAT DOES IT DO?

Helps to create soft separation and shine, while blow-drying, creating the perfect amount of slip required for your braiding and or styling needs.

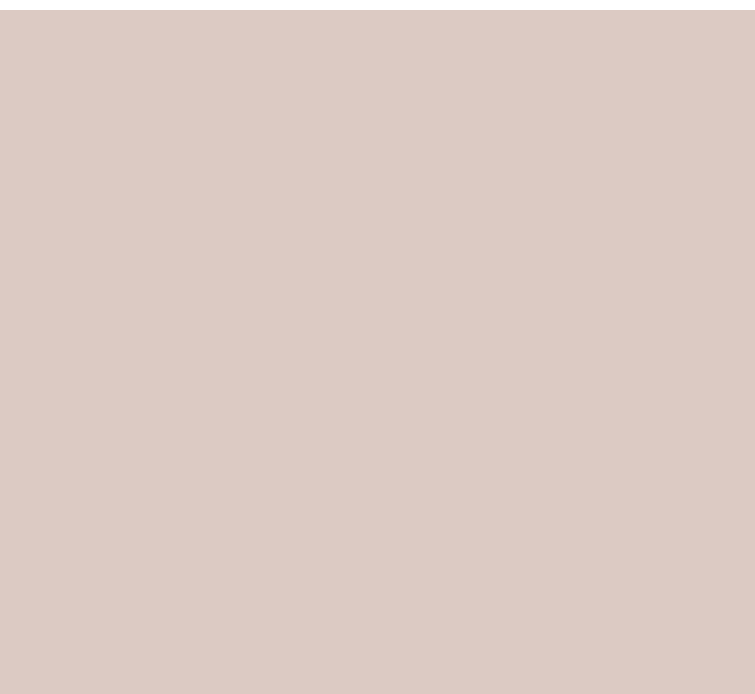
### HOW DO YOU USE IT?

Apply to damp or dry hair, and proceed with your braiding or styling creations.

### INGREDIENTS

Aqua (Water), Dimethicone, VP/VA Copolymer, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Squalane, Dimethicone/Vinyl Dimethicone Crosspolymer, Polysorbate 60, Sorbitan Isostearate, Hydrolyzed Milk Protein, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Vaccinium Myrtillus Fruit Extract, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Phenoxyethanol, Parfum (Fragrance), Chlorphenesin, Ethylhexylglycerin, Butylene Glycol, Citric Acid, Benzyl Alcohol, Potassium Sorbate, Sodium Benzoate, Lactic Acid, Glycine, Sodium Lactate, Sodium Citrate, Coumarin, Hexyl Cinnamal, Limonene, Linalool.







## COLOR SERVICES EVOLVE

- / Targeted new products to enhance hair color treatments
- / Indispensable professional support to improve the quality of your salon.

### BETTER RESULTS AND MORE SATISFYING COLOR SERVICES.



#### 8 Targeted Products

from milk\_shake® research labs

- / to complement the colouring service
- / to guarantee the best and most lasting results in colour services
- / to elevate the service of colour professionals
- / to have no limits in colour and respond to every need of the client
- / for a highly professional colouring service and to distinguish it as a unique service.

**INNOVATIVE INGREDIENTS** enrich products improving every treatment.

**THE ACTIVE INGREDIENTS** have an affinity with the structure of the hair and work with its nature, restoring and strengthening the hair fiber, giving incredible shine and improving the beauty and stability of the color over time.

/ **carbocysteine**, a derivative of cysteine, a structural amino acid of the hair, penetrates deeply, restoring and reinforcing the internal structure of the hair;

/ **hydrolyzed wheat proteins** penetrate into the layers of the cuticle strengthening it and repairing damaged areas;

/ **polyquaternium-10 and methicone** penetrate the layers of the cuticle giving lasting hydration and maximum shine, enhancing the color tone and protecting it over time.

**MILK PROTEINS** condition and powerfully supplement the hair structure inside the cortex.

**OILS AND NATURAL EXTRACTS** have a calming, soothing and nourishing effect, giving skin and hair conditioning, elasticity, and softness.

**VITAMINS** with antioxidant, conditioning, and protective properties.

### Color Sealing Shampoo

Essential products for the maximum expression of color  
*For professional use only*



**WHAT IS IT?**

Post color shampoo.

**WHO IS IT FOR?**

Clients receiving a color services.

**WHAT DOES IT DO?**

Gently cleanses by locking in cosmetic colorants, for longer-lasting color and improved shine. Contains Biogenius Technology for restructured hair and a deep long-lasting vibrant color, a blend of gentle surfactants cleanses the hair while protecting the hair fiber, milk proteins have a highly complementary and conditioning action on the hair structure, glycerin restores moisture and helps maintain hair hydration.

**HOW DO YOU USE IT?**

Apply after using the acid color sealer, lather and then rinse. Repeat if necessary. Follow with the color sealing conditioner.

**INGREDIENTS**

Aqua (Water), Disodium Laureth Sulfosuccinate, Glycerin, Cocamidopropyl Betaine, Lauryl Glucoside, Lactic Acid, Disodium Cocoamphodiacetate, PEG-18 Glyceryl Oleate/Cocotate, Tocopheryl Acetate, Hydrolyzed Milk Protein, Trideceth-12, PEG-3 Distearate, PEG-8, Sodium Lauroyl Lactylate, Sodium Dicothylethylenediamine PEG-15 Sulfate, Hydrolyzed Wheat Protein, Methicone, Polyquaternium-10, Carbocysteine, Sodium Dehydroacetate, Propylene Glycol, Methylparaben, Phenoxyethanol, Methylisothiazolinone, Potassium Sorbate, Parfum (Fragrance), Citronellol, Limonene,

### Color Sealing Conditioner

Essential products for the maximum expression of color  
*For professional use only*



**WHAT IS IT?**

Post color conditioner

**WHO IS IT FOR?**

Clients receiving color service, following milk shake post color shampoo.

**WHAT DOES IT DO?**

Conditions hair after coloring by smoothing the hair shaft and locking in cosmetic color, for longer-lasting color and improved shine. Contains a mix of milk proteins, vitamins, emollient, conditioning agents, a UV filter and a film-forming agent for the maximum expression of color and soft, shiny hair.

**HOW DO YOU USE IT?**

Apply to clean, damp hair, leave in for 1-3 minutes, comb through and rinse.

**INGREDIENTS**

Aqua (Water), Cetearyl Alcohol, Glyceryl Stearate, Oryza sativa (Rice) Bran Oil, Stearalkonium Chloride, Behentrimonium Chloride, Amodimethicone, Tocopheryl Acetate, Panthenol, Ethylhexyl Methoxycinnamate, Hydrolyzed Milk Protein, Trideceth-12, PEG-3 Distearate, PEG-8, Sodium Lauroyl Lactylate, Sodium Dicothylethylenediamine PEG-15 Sulfate, Hydrolyzed Wheat Protein, Methicone, Polyquaternium-10, Carbocysteine, Sodium Dehydroacetate, Propylene Glycol, Phenoxyethanol, Methylparaben, Citric Acid, Disodium EDTA, Methylisothiazolinone, Potassium Sorbate, Parfum (Fragrance), Citronellol, Limonene, Linalool.

### Safe Lightener Complex

Essential products for the maximum expression of color  
*For professional use only*

**WHAT IS IT?**

Additive for hair lightening treatments.

**WHO IS IT FOR?**

Anyone getting lightener services applied

**WHAT DOES IT DO?**

Protects and restructures the hair during technical services. Improves the lightening process and conditions the hair during bleaching. Restructures the hair leaving it extraordinarily shiny and silky. Paraben and silicone free.

**HOW DO YOU USE IT?**

Prepare lightener following the instructions on the packaging; add the entire content of a sachet for every 30 g of lightening powder. Proceed with the lightening service as usual. **WARNING:** for professional use only. Avoid contact with eyes. In the event of contact rinse immediately, wear suitable gloves.

**INGREDIENTS**

Aqua (Water), Polyquaternium-22, Polyquaternium-53, Potassium Ethylhexyl/Isotrideceth-8 Phosphate, Dipotassium phosphate, Hydrolyzed Quinoa, Lactic Acid, Diazolidinyl Urea, Sodium Benzoate, Potassium Sorbate



### Color Split

Essential products for the maximum expression of color  
*For professional use only*

**WHAT IS IT?**

Color split to make the colouring formula more compact and make application easier

**WHO IS IT FOR?**

Ideal and recommended for shade combinations of up to 3 levels difference. It is best to avoid contrasting tones (e.g. intense reds on blonds).

**WHAT DOES IT DO?**

Allows for multicolor techniques without using foils or strips. A new colouring additive with a barrier-effect allows for overlapping of different shades at the same time without needing foils and without smearing or staining. Aloe vera extract has a unique, natural and regenerating effect.

**HOW DO YOU USE IT?**

For each shade, first mix the color and the developer, then add 3g of color split for every 30g of colour. Mix well. Shake well before use. Alternatively, it can be applied to different sections that are next to each other without having to separate them to avoid color overlapping. Can be applied to one strand by applying one shade to the roots and another to the lengths without needing to disconnect the two.

**INGREDIENTS**

Aqua (Water), Acrylates Copolymer, Parfum (Fragrance), Phenoxyethanol, Propylene Glycol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Aloe Barbadensis Extract





### Powerful Protector

Essential products for the maximum expression of color  
*For professional use only*

#### WHAT IS IT?

Pre-color protective fluid.

#### WHO IS IT FOR?

Clients receiving color services

#### WHAT DOES IT DO?

Protects skin from irritation and redness during technical treatments and prevents skin from staining without affecting the action of the color on the hair. Contains milk proteins that have a restorative effect on the skin glycerin to restore moisture and help maintain skin hydration. Aloe vera juice has a calming, anti-redness and soothing action. Avocado oil keeps skin soft and supple while camomile extract has a calming, soothing and emollient action.

#### HOW DO YOU USE IT?

Apply evenly onto skin before the technical treatment.

#### INGREDIENTS

Aqua (Water), PEG-12 Dimethicone, Propylene Glycol, Polysorbate 20, Aloe barbadensis Gel (Aloe Barbadosensis Leaf Juice), Glycerin, Avocado Oil Glycereth-8 Esters, Hydrolyzed Milk Protein, Chamomilla recutita (Matricaria) Flower Extract, Phenoxyethanol, Methylisothiazolinone, Potassium Sorbate, Disodium EDTA, Citric Acid, Parfum (Fragrance), Citronellol, Eugenol, Limonene, Linalool.



### Pro Color Equalizer

Essential products for the maximum expression of color  
*For professional use only*

#### WHAT IS IT?

Pro-color equalizer.

#### WHO IS IT FOR?

All hair types prior to coloring. Ideal for fragile or porous hair.

#### WHAT DOES IT DO?

Equalizes and strengthens the hair structure before the color treatment and guarantees even color distribution. Biogenius Technology restructures hair and provides lasting, deep, and brilliant color. Conditions hair structure while moisturizing and hydrating. Protects hair for soft, radiant and manageable results. Strengthens, conditions and protects hair while giving body.

#### HOW DO YOU USE IT?

Spray liberally on the lengths and ends before each color treatment.

#### INGREDIENTS

Aqua (Water), Polysorbate 20, Propylene Glycol, Glycerin, Amodimethicone, Cetrimonium Chloride, Trideceth-12, Quaternium-80, Panthenol, Hydrolyzed Milk Protein, PEG-3 Distearate, PEG-8, Sodium Lauroyl Lactylate, Sodium Dicoocylethylenediamine PEG-15 Sulfate, Hydrolyzed Wheat Protein, Methicone, Polyquaternium-10, Carbocysteine, Sodium Dehydroacetate, Phenoxyethanol, Methylparaben, Citric Acid, Disodium EDTA, Methylisothiazolinone, Potassium Sorbate, Parfum (Fragrance), Citronellol, Eugenol, Limonene, Linalool.

## Instant Remover

Essential products for the maximum expression of color  
*For professional use only*

### WHAT IS IT?

Hair color remover for skin.

### WHO IS IT FOR?

Any client with color on their skin.

### WHAT DOES IT DO?

Eliminates color residue from the skin with a gentle and effective stain remover. Leaves skin looking clean and soft with no redness. Contains milk proteins and aloe vera juice for a combined emollient to soothe and hydrate skin.

### HOW DO YOU USE IT?

Gently stroke a cotton pad soaked in product over affected areas without rubbing. Shampoo the hair.

### INGREDIENTS

Aqua (Water), Alcohol Denat., Polysorbate 20, Propylene Glycol, Styrene/Acrylates Copolymer, Coco-Glucoside, Aloe Barbadensis Gel (Aloe Barbadensis Leaf Juice), Hydrolyzed Milk Protein, EDTA, Phenoxyethanol, Methylisothiazolinone, Ammonium Hydroxide, Parfum (Fragrance), Citronellol, Eugenol, Geraniol, Limonene, Linalool.



## Acid Color Sealer

Essential products for the maximum expression of color  
*For professional use only*

### WHAT IS IT?

Post color acid sealer.

### WHO IS IT FOR?

Clients receiving color service (same day).

### WHAT DOES IT DO?

Specifically formulated to seal the cuticle after each technical treatment and lock in color. Provides lasting, deep, brilliant color. Conditions and protects hair structure, leaving hair soft, radiant and more manageable.

### HOW DO YOU USE IT?

Apply evenly to hair after thoroughly rinsing the color while avoiding contact with the skin. Leave in for 3 minutes then wash directly with color sealing shampoo.

### INGREDIENTS

Aqua (Water), Aloe barbadensis Gel (Aloe Barbadensis Leaf Juice), Polysorbate 20, Propylene Glycol, Hydrolyzed Milk Protein, Trideceth-12, PEG-3 Distearate, PEG-8, Sodium Lauroyl Lactylate, Sodium Dicoocylethylenediamine PEG-15 Sulfate, Hydrolyzed Wheat Protein, Methicone, Polyquaternium-10, Carbocysteine, Sodium Dehydroacetate, Phenoxyethanol, Methylparaben, Parfum (Fragrance), Lactic Acid, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone, CI 60730 (Ext. Violet 2), Citronellol.





**milk\_shake®**  
**decologic**

make beauty consciously



## DECOLOGIC LIGHTENING SYSTEM

- / A complete system to lighten and tone hair
- / 6 lighteners suitable for clients' requests and to personalize the lightening service
- / 8 special toners for controlled blond effects and trendy hues

## TECHNOLOGY AND INNOVATION COMBINE TO CREATE PERFECT BLONDS

**milk\_shake® decologic** is a complete range of lightening products created by z.one concept™ research laboratories to offer a wide range of solutions for in-salon lightening and toning services.

## THE THREE KEYS

### DECOLORIZING

Dedicated professional formulas that express the maximum efficiency of technological research and scientific precision.

### TECHNOLOGICAL

High quality raw materials combine with naturally-sourced active ingredients to give hairdressers a complete range of solutions to create a perfect blond.

### ECOLOGICAL

z.one concept™ has a specific approach to creating packaging with a low environmental impact and an ethical commitment to protect the environment.

**PACKAGING  
ECO FRIENDLY**



“RESPONSIBLY” INDICATES THAT THE WOOD COMES FROM FORESTS THAT ARE MANAGED WITH RIGOROUS ENVIRONMENTAL, SOCIAL AND ECONOMICAL STANDARDS, THUS ENCOMPASSING **THREE KEY ASPECTS**:

- / respect for the environment
- / positive social impact
- / economic sustainability

## ACTIVE INGREDIENTS FROM NATURE WITH IMPECCABLE RESULTS



### ORGANIC CRANBERRY EXTRACT

Cranberries contain an enormous amount of anti-free-radical molecules. Cranberry extract contains precious vitamins such as vitamin C and B plus minerals such as iron, magnesium and copper, as well as potent bioactive flavonoids.



### CLAY

Formulas from the milk\_shake® decologic range contain Brazilian clay with a unique golden color that smooths the cuticle and enhances the repairing processes to protect and improve the hair's appearance.



### SILK PROTEINS

Silk is made up of two main protein-based components: fibroin and sericin. Fibroin is used in textile, industrial and medical sectors while sericin is renowned in the cosmetic industry for its film-forming and hydrating action. Silk proteins condition and protect, giving hair manageability and shine while protecting the hair from aggressive surfactants.

## milk\_shake® DECOLOGIC BLACK: ACTIVE INGREDIENTS THAT PROTECT HAIR'S HEALTH



### CHARCOAL

The charcoal within milk\_shake® decologic black is weightless and plant-based as is capable of absorbing polluting particles that can be harmful to the scalp and hair, removing these during rinsing. It also supports the function of the ultramarine pigment which counteracts yellow-orange or brassy tones that can emerge after lightening treatments, for a grey-neutral result.



### FRUIT OLIGOSACCHARIDES

Their high mobility ensures that they delve deeply into the porous structure of the hair, filling in the empty spaces to give body to hair fibers weakened and damaged by chemical treatments. They also withhold water within the hair's cortex, keeping the surface of the hair hydrated, protecting the keratin from the alkaline effect of lightening substances.



### ARGAN OIL

When applied to hair, this covers the hair shaft, creating a film that protects the hair from heated and styling tools, nourishing the hair and making the hair shinier and easier to comb.



### ORGANIC CRANBERRY EXTRACT

Cranberries are considered to be a "super-fruit". Cranberry extract is rich in precious vitamins such as vitamin C and B vitamins, and minerals such as iron, magnesium and copper, as well as potent flavonoids and bio-active ingredients. All of these substances protect the hair, keeping the hair healthy and revitalized.



### CLAY

milk\_shake® decologic black contains a clay from Brazil with a golden colour that is highly compatible with hair and smoothens the cuticle, helping to repair the hair, protect it and improve its appearance.



### SILK PROTEINS

Silk is made up of two main protein-based components: fibroin and sericin. Fibroin is used in textile, industrial and medical sectors while sericin is renowned in the cosmetic industry for its film-forming and hydrating action. Silk proteins condition and protect, giving hair manageability and shine while protecting the hair from aggressive surfactants.



### WHITE BEESWAX

Emollient and emulsifying, it contains a rich blend of lipids that are beneficial to scalp and hair, enveloping and protecting the hair shaft.



**MIXING RATIO**

- **detail/highlight with foils: 1:1.5**  
(1 measure of product, equivalent to 30 g of powder, + 45 ml milk\_shake® oxidizing emulsion 10, 20 or 30 vol.)  
- **freehand techniques: 1:1**  
(1 measure of product, equivalent to 30 g of powder, + 30 ml milk\_shake® oxidizing emulsion 10, 20, 30 or 40 vol.)  
- **total lightening or decolorizing wash: 1:2 or 1:3**  
(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml milk\_shake® oxidizing emulsion 10 or 20 vol.)



**MIXING RATIO**

- **detail/highlight with foils: 1:1.5**  
(1 measure of product, equivalent to 30 g of powder, + 45 ml milk\_shake® oxidizing emulsion 10, 20 or 30 vol.)  
- **freehand techniques: 1:1**  
(1 measure of product, equivalent to 30 g of powder, + 30 ml milk\_shake® oxidizing emulsion 10, 20, 30 or 40 vol.)  
- **total lightening or decolorizing wash: 1:2 or 1:3**  
(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml milk\_shake® oxidizing emulsion 10 or 20 vol.)



**Lightening Powder**

A complete system to lighten and tone the hair  
*For professional use only*

**WHAT IS IT?**

Versatile, dust-free formula that is easy to blend and can be used for any lightening technique.

**WHO IS IT FOR?**

Anyone who wishes to lighten or brighten his/her hair.

**WHAT DOES IT DO?**

It lifts up to 6 levels, leaving hair soft, manageable and shiny. Organic cranberry extract, clay, and silk proteins are perfect for hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application.

**HOW DO YOU USE IT?**

Mix the product in a non-metallic bowl with the most suitable milk\_shake® oxidizing emulsion depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair without applying the mixture directly onto the scalp. Leave to process at room temperature without using heat sources until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and finish the service with products from the milk\_shake® color specifics range. It is advised not to repeat the lightening process within 24 hours from application.

**INGREDIENTS**

Potassium Persulfate, Sodium Metasilicate, Ammonium Persulfate, Sodium Persulfate, Sodium Stearate, Hydrated Silica, Cyamopsis Tetragonoloba (Guar) Gum, Cyclodextrin, Silica, Magnesium Carbonate, Tetrasodium EDTA, Sodium Lauryl Sulfate, Hydrolyzed Silk, Polyquaternium-10, Kaolin, Helianthus Annuus (Sunflower) Seed Oil, Vaccinium Macrocarpon (Cranberry) Fruit Extract.

**Blue Lightening Powder**

A complete system to lighten and tone the hair  
*For professional use only*

**WHAT IS IT?**

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique.

**WHO IS IT FOR?**

Anyone who desires to lighten or brighten his/her hair.

**WHAT DOES IT DO?**

It lifts up to 6 levels, leaving hair soft, manageable and shiny. Organic cranberry extract, clay, and silk proteins are perfect for hair lightening, hair protection and conditioning. It doesn't run, expand or dry out and maintains the right dampness during application.

**HOW DO YOU USE IT?**

Mix the product in a non-metallic bowl with the most suitable milk\_shake® oxidizing emulsion depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair without applying the mixture directly onto the scalp. Leave to process at room temperature without using heat sources until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and finish the service with products from the milk\_shake® color specifics range. It is advised not to repeat the lightening process within 24 hours from application.

**INGREDIENTS**

Potassium Persulfate, Sodium Metasilicate, Ammonium Persulfate, Sodium Persulfate, Sodium Stearate, Hydrated Silica, Cyamopsis Tetragonoloba (Guar) Gum, Cyclodextrin, Silica, Magnesium Carbonate, Tetrasodium EDTA, Sodium Lauryl Sulfate, Hydrolyzed Silk, Polyquaternium-10, Kaolin, Helianthus Annuus (Sunflower) Seed Oil, Vaccinium Macrocarpon (Cranberry) Fruit Extract, CI 77007 (Ultramarines).

**MIXING RATIO**

**- freehand application: 1:1**

(1 measure of product, equivalent to 30 g of powder, + 30 ml milk\_shake® oxidizing emulsion 20, 30 or 40 vol.)

**- application with foils or other methods: 1:1.5**

(1 measure of product, equivalent to 30 g of powder, + 45 ml milk\_shake® oxidizing emulsion 10, 20 or 30 vol.)

**- total lightening or decolorizing wash 1:2 or 1:3**

(1 measure of product, equivalent to 30 g of powder, + 60 or 90 ml milk\_shake® oxidizing emulsion 10, 20, 30 or 40 vol.)



**MIXING RATIO**

**- 1:1.5 or 1:2**

(1 measure of clay balayage lightener, equivalent to 30 g of powder, + 45 or 60 ml milk\_shake® oxidizing emulsion 20, 30 or 40 vol.)



**Level 9**

A complete system to lighten and tone the hair

*For professional use only*

**WHAT IS IT?**

An extra-high-lift powder for hair.

**WHO IS IT FOR?**

Anyone who wishes to lighten or brighten his/her hair.

**WHAT DOES IT DO?**

Creates intense lift up to 9 levels whilst counteracting residual warm tones. With organic cranberry extract, clay, and silk proteins for perfect hair lightening, hair protection and conditioning. It doesn't run or expand.

**HOW DO YOU USE IT?**

Mix the product in a non-metallic bowl with the most suitable milk\_shake® oxidizing emulsion depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly to the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the milk\_shake® color specifics range. It is advised not to repeat the lightening process within 24 hours from application.

**INGREDIENTS**

Potassium Persulfate, Ammonium Persulfate, Sodium Silicate, Sodium Metasilicate, Sodium Persulfate, Sodium Stearate, Magnesium Carbonate Hydroxide, Cyamopsis Tetragonoloba (Guar) Gum, Acid Violet 43, Kaolin, Hydrolyzed Silk, Helianthus Annuus (Sunflower) Seed Oil, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Magnesium Oxide, Cyclodextrin, Disodium Lauryl Sulfosuccinate, Paraffinum Liquidum (Mineral Oil), Xanthan Gum, Disodium EDTA.

**Clay Balayage Lightener**

A complete system to lighten and tone the hair

*For professional use only*

**WHAT IS IT?**

Lightening formula suitable for all freehand techniques, that doesn't run or expand and adheres perfectly to hair.

**WHO IS IT FOR?**

Anyone who desires to lighten or brighten his/her hair.

**WHAT DOES IT DO?**

Creates partial lightening without using any support to section the hair and without staining the hair. Brazilian clay's lattice structure creates a barrier that protects hair sections for optimal lightening and precise and accurate result. Enriched with organic cranberry extract and silk proteins for hair protection and conditioning. Lifts up to 4 levels.

**HOW DO YOU USE IT?**

Mix the product in a non-metallic bowl with the most suitable milk\_shake® oxidizing emulsion depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair without applying the mixture directly onto the scalp. Leave to process at room temperature without using heat sources until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and finish the service with products from the milk\_shake® color specifics range. It is advised not to repeat the lightening process within 24 hours from application.

**INGREDIENTS**

Potassium Persulfate, Magnesium Carbonate Hydroxide, Kaolin, Magnesium Oxide, Trisodium Phosphate, Diammonium Phosphate, Ammonium Persulfate, Sodium Metasilicate, Cyamopsis Tetragonoloba (Guar) Gum, Paraffinum Liquidum (Mineral Oil), Hydrolyzed Silk, Helianthus Annuus (Sunflower) Seed Oil, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Magnesium Stearate, Xanthan Gum, Cyclodextrin, Disodium Lauryl Sulfosuccinate, Disodium EDTA.

**MIXING RATIO**

- application techniques without foils: 1:1

(30 g product + 30 ml milk\_shake® oxidizing emulsion 20, 30 or 40 vol.)

- application techniques using foils or other support material: 1:1.5

(30 g product + 45 ml milk\_shake® oxidizing emulsion 10, 20, 30 vol.)

- application to roots: 1:1

(30 g product + 30 ml milk\_shake® oxidizing emulsion 10 or 20 vol.)



**Total Roots Lightener**

A complete system to lighten and tone the hair

*For professional use only*

**WHAT IS IT?**

Ammonia-free lightening cream

**WHO IS IT FOR?**

Anyone who wishes to lighten or brighten his/her hair.

**WHAT DOES IT DO?**

It gently lifts up to 5-6 levels and can also be used on hair regrowth. Suitable for all lightening techniques and decolorizing washes with perfect, even results. Ideal for application on regrowth and lengths. Organic cranberry extract, clay, and silk proteins are perfect hair lightening, hair protection and conditioning. Doesn't run or expand.

**HOW DO YOU USE IT?**

Mix the product in a non-metallic bowl with the most suitable milk\_shake® oxidizing emulsion depending on the levels of lift desired, the application technique, the hair's condition, and respecting the given ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, without applying the mixture directly to the scalp. Leave to process at room temperature, without using heat sources, until the desired level of lift has been reached. Do not exceed 60 minutes of processing time. Rinse well and conclude the service with products from the milk\_shake® color specifics range. It is advised not to repeat the lightening process within 24 hours from application.

**INGREDIENTS**

Paraffinum Liquidum (Mineral Oil), Potassium Persulfate, Sodium Metasilicate, Isopropyl Myristate, Sodium Silicate, Sodium Persulfate, Isopropyl Alcohol, Sodium Stearate, Titanium Dioxide, Hydroxyethylcellulose, Guar Hydroxypropyltrimonium Chloride, Magnesium Oxide, Kaolin, Vaccinium Macrocarpon Fruit Extract, Silica, Zea Mays (Corn) Gluten Protein, Hydrolyzed Silk, Petrolatum, Hydrogenated Castor Oil, Cera Alba (Beeswax), Cetareth-30, Tetrasodium EDTA, Lauryl Pyrrolidone, Sodium Lauryl Sulfate, Dimethicone.

**MIXING RATIO**

- application techniques with foils: 1:1  
(30 g of powder + 45 ml milk\_shake® oxidizing emulsion 10, 20 or 30 vol.)

- freehand techniques 1:1.5

(30 g of powder + 30 ml milk\_shake® oxidizing emulsion 10, 20, 30 or 40 vol.)

- total lightening / decolorizing wash:

(30 g of powder + 60 or 90 ml milk\_shake® oxidizing emulsion 10 or 20 vol.)



**Decologic Black**

A complete system to lighten and tone the hair

*For professional use only*

**WHAT IS IT?**

milk\_shake decologic Black is a black lightening cream with a double action.

**WHO IS IT FOR?**

Black Lightening cream for natural or neutral blonds.

**WHAT DOES IT DO?**

Lightens up to 7 levels and is recommended to obtain natural/ash blonds. Suitable for all lightening techniques. Doesn't run or expand.







**HOW DO YOU USE IT?**

In a non-metallic bowl, mix the product with milk\_shake oxidizing emulsion 10, 20, 30 or 40 vol., choosing the volumes according to the levels of lift required, the application technique, the condition of the hair, and respecting the mixing ratios. Only use plastic or glass tools and containers. Apply to dry, unwashed hair, and avoid applying directly to the scalp. Leave to process at room temperature without heat sources until the required lift has been obtained, or for a maximum of 60 minutes. Respect the given processing times. Rinse well after application and conclude the service using products from the milk\_shake colour specifics range. It is not advised to repeat the lightening process within 24 hours of application. Do not perm the hair immediately before or after applying the product.

**INGREDIENTS**

Paraffinum Liquidum (Mineral Oil), Potassium Persulfate, Sodium Metasilicate, Petrolatum, Ammonium Persulfate, Isopropyl Myristate, Sodium Persulfate, Sodium Silicate, Titanium Dioxide, Sodium Stearate, Hydrolyzed Corn Starch, Hydroxyethylcellulose, Magnesium Oxide, Sodium Lauryl Sulfate, Silica, Cyamopsis Tetragonoloba (Guar) Gum, Hydrogenated Castor Oil, Inulin, Argania Spinosa Kernel Oil, Charcoal Powder, Cera Alba (Beeswax), Tetrasodium EDTA, Hydrolyzed Silk, Kaolin, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Lauryl Pyrrolidone, Isopropyl Alcohol, C177007 (Ultramarines).

# DECOLOGIC LIGHTENING SYSTEM

					
					
<b>Lightening Powder</b> Lifts up to 6 Levels For all Lightening Techniques	<b>Blue Lightening</b> Lifts up to 6 Levels For all Lightening Techniques	<b>Level 9</b> Lifts up to 9 Levels For all Lightening Techniques	<b>Clay Balayage</b> Lifts up to 4 Levels Freehand Techniques	<b>Total Roots</b> Lifts up to 5- 6 Levels For all Lightening Techniques	<b>BLACK</b> Lifts up to 7 Levels For all Lightening Techniques
Warm Blond Results	Cool Blond Results Fast -Acting	Extra-High-Lift Powder	SunKissed Warm Results Hand Painting	Warm Blond Results Gentle Lightening Ammonia Free	Cool Neutral Results Charcoal Lightener
<b>Mixing Ratio:</b>	<b>Mixing Ratio:</b>	<b>Mixing Ratio:</b>	<b>Mixing Ratio:</b>	<b>Mixing Ratio:</b>	<b>Mixing Ratio:</b>
<b>Highlight with Foils:</b> 1:1.5 30 g of Powder + 45 ml milk_shake® oxidizing emulsion 10, 20 or 30 vol	<b>Highlight with Foils:</b> 1:1.5 30 g of Powder + 45 ml milk_shake® oxidizing emulsion 10, 20 or 30 vol	<b>Highlight with Foils:</b> 1:1.5 30 g of Powder + 45 ml milk_shake® oxidizing emulsion 10, 20 or 30 vol	<b>Freehand Techniques:</b> 1:1.5 or 1:2 30 g of powder + 45ml or 60ml milk_shake® oxidizing emulsion 20, 30 or 40 vol	<b>Techniques without Foils:</b> 1:1 30 g product + 30 ml milk_shake® oxidizing emulsion 20, 30 or 40 vol	<b>Highlight with Foils:</b> 1:2 30 g of Powder + 45 ml milk_shake® oxidizing emulsion 10, 20 or 30 vol
<b>Freehand Techniques:</b> 1:1 30 g of powder, + 30 ml milk_shake® oxidizing emulsion 10, 20, 30 or 40 vol	<b>Freehand Techniques:</b> 1:1 30 g of powder, + 30 ml milk_shake® oxidizing emulsion 10, 20, 30 or 40 vol	<b>Freehand Techniques:</b> 1:1 30 g of powder, + 30 ml milk_shake® oxidizing emulsion 10, 20, 30 or 40 vol	<b>Techniques using Foils or Plastic:</b> 1:1.5 30 g product + 45 ml milk_shake® oxidizing emulsion 10, 20, 30 vol	<b>Freehand Techniques:</b> 1:1.5 30 g of powder, + 30 ml milk_shake® oxidizing emulsion 10, 20, 30 or 40 vol	<b>Freehand Techniques:</b> 1:1.5 30 g of powder, + 30 ml milk_shake® oxidizing emulsion 10, 20, 30 or 40 vol
<b>Total Lightening or Decolorizing Wash:</b> 1:2 or 1:3 30 g of powder, + 60 or 90 ml milk_shake® oxidizing emulsion 10 or 20 vol	<b>Total Lightening or Decolorizing Wash:</b> 1:2 or 1:3 30 g of powder, + 60 or 90 ml milk_shake® oxidizing emulsion 10 or 20 vol	<b>Total Lightening or Decolorizing Wash:</b> 1:2 or 1:3 30 g of powder, + 60 or 90 ml milk_shake® oxidizing emulsion 10 or 20 vol	<b>Use only for Freehand, Hand Painting, or Balayage Techniques</b> No foils, meches, plastic is required	<b>Application to Roots:</b> 1:1 30 g product + 30 ml milk_shake® oxidizing emulsion 10 or 20 vol	<b>Total Lightening or Decolorizing Wash:</b> 1:2 or 1:3 30 g of powder, + 60 or 90 ml milk_shake® oxidizing emulsion 10 or 20 vol

Processing time: Do Not Exceed 60 minutes - Please Note: Process All Lighteners At Room Temperature, Without Using Heat Source.



milk\_shake®  
deco logic

STONE CONTROLLER

## TONERS

z.one concept™ has created a group of toners which need to be oxidized. They condition hair while providing even results.

## TONING

Toning the hair is fundamental to

Control the tone determined  
by hair lighteners

Improve the hair's condition  
after a lightening service

To guarantee more conditioning and protection, wheat germ, honey and avocado oil have been added. In addition, silk proteins and cranberry extract have been added to all the products in the milk\_shake® decologic range.



**MIXING RATIO**

1:1 (30 g tone controller + 30 ml  
milk\_shake® oxidizing emulsion 5 vol.)

**Tone Controller**

A complete system to lighten and tone the hair

*For professional use only- to be used exclusively on Level 9 & 10*

**WHAT IS IT?**

A light, delicate and efficient toner gel.

**WHO IS IT FOR?**

Anyone wanting to give shine and evenness without modifying the hair's natural structure and color.

**WHAT DOES IT DO?**

Gives perfect tone control after lightening on levels 9 very light blond and 10 platinum blond or on natural white hair. Organic cranberry extract, clay, and silk proteins provide protection and conditioning.

**HOW DO YOU USE IT?**

Mix the product with the milk\_shake® oxidizing emulsion in a non-metallic bowl, respecting the given ratios. Only use plastic or glass tools and containers. Clean hair with milk\_shake® deep cleansing shampoo and remove excess water with a towel. Apply milk\_shake® pro color equalizer to even out the porosity of the hair. Apply the formula to the whole head or the specific areas that need toning, avoiding direct contact with the scalp. Leave to process for 5 to 20 minutes depending on the required tone and hair's porosity. Check the hair every 5 minutes. Once the processing time has ended, add warm water, lather and rinse well.



## 8 SHADES

SHADES	LIGHTENING LEVEL 9	LIGHTENING LEVEL 10
PLATINUM	natural very light blond effect, counteracts residual yellow tones	mauve platinum blond effect
WHITE	natural blond effect	shiny natural blond effect
NATURAL BLOND	golden blond effect	beige platinum blond effect
LIGHT ASH BLOND	natural/ash effect, counteracts residual yellow tones	platinum ash blond effect
PEACH ROSE	peachy rose effect	antique pastel rose platinum blond effect
MILK MINT	light mint green effect	pastel/mint green platinum blond effect
SMOKY GREY	grey/ash effect	pastel smoky grey platinum blond effect
AMETHIST GREY	lilac/grey effect	pastel grey/lilac platinum blond effect





milk  
shake<sup>®</sup>  
illuminate

- / Quick Light
- / Pure Pigments
- / Lightening Oil

## QUICK LIGHT

### ACTIVE INGREDIENTS:

#### HYDROLYZED KERATIN

Reinforces hair to give consistent results, greater structure, protection and conditioning

#### PANTHENOL

Offers hydrating, regenerating and conditioning effects to give hair a healthier look.

#### THERMO-PROTECTOR

Protects the hair fibre when using irons and protects the hair's integrity.

### PREPARATION

- Conduct an accurate analysis and consultation of the hair.
- milk\_shake® illuminate quick light is ready to use.
- Pour enough product into a non-metallic bowl to be able to obtain the desired result according to the sections that need lightening.
- To obtain a highlight effect on just a few sections it's sufficient to use approx. 10ml of the product.
- milk\_shake® illuminate quick light must always be applied to dry, clean hair.
- DO NOT APPLY TO PREVIOUSLY LIGHTENED HAIR

### APPLICATION

- After having identified which sections to lighten, apply milk\_shake® illuminate quick light with the designated sponge applicator 2-4 inches from the scalp.
- Apply to thin sections so the product can penetrate evenly.
- Distribute well with a comb and at the same time iron hair with a flat iron at a constant speed (170°C-190°C / 340°F and 375°F).





### Quick Light

Delicate lighteners and toners for naturally radiant blonds  
*For professional use only*

#### WHAT IS IT?

milk\_shake illuminate quick light is an ammonia- free lightening treatment with immediate and efficient result on untreated or color-treated hair.

#### WHO IS IT FOR?

Untreated or color-treated hair.

#### WHAT DOES IT DO?

Lightens in a few minutes without needing to rinse hair. Creates beautiful natural highlights.

#### HOW DO YOU USE IT?

Lightly apply milk \_shake illuminate with a sponge brush to dry sections of hair where highlight are desired,. Comb through for even saturation and pass over sections with a heated flat iron. The temperature of the iron can vary between 170°C and 190°C (340°F and 375°F) depending on the structure of the hair.( remembering not to close iron completely for first two passing as this will added in drying product.) Continue passes until natural contrasts up to 2 levels of lightening is achieved.

#### INGREDIENTS

Aqua (Water), Hydrogen Peroxide, PEG-40 Hydrogenated Castor Oil, Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer, Phosphoric Acid, Tetrasodium EDTA, Oxyquino-line Sulfate, Hydrolyzed Keratin, Panthenol, Parfum (Fragrance), Benzyl Alcohol, Benzyl Benzoate, Benzyl Cinnamate, Benzyl Salicylate, Citral, Limonene, Linalool.

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## PURE PIGMENTS

### THE FORMULA

HYDROLYZED KERATIN is ideal to supplement and strengthen hair for greater structure, conditioning and deep protection.

### NEW TECHNOLOGY

milk\_shake<sup>®</sup> illuminate pure pigment is not just a simple direct color. It's a concentrate of two ranges of colorants: direct color and oxidized color.

This allows milk\_shake<sup>®</sup> illuminate pure pigments to not only take in the cuticle but also the cortex. This means they can be used within coloring products that react through the oxidizing process.

### HOW LONG DOES IT LAST?

Usually 1 – 3 washes but it depends on the hair type it is applied to, the product(s) they are mixed with and the type of shampoo and treatment used by the client at home.

### CAUTION

Respect the indicated ideal percentage to guarantee the best result. If the objective is to obtain less intense tones and colors that permeate less on the hair it's possible to diminish the indicated percentage. It's important not to ever **exceed 50%** of the quantity of the product with which it's being mixed.

milk\_shake<sup>®</sup> illuminate pure pigment is a new generation of specific colorants that is activated with developers. With other bases (conditioners– shampoos) it could not give the desired result.

It's a very intense color. Avoid applying pure product to the scalp or getting it on clothing or on the floor.

It's intensity in terms of results but also in terms of absorption means it could stain and be difficult to remove.





**Pure Pigments**

Delicate lighteners and toners for naturally radiant hair  
*For professional use only*

**WHAT IS IT?**

milk\_shake illuminate pure pigment is a concentrate of two ranges of colorants: direct color and oxidized color.

**WHO IS IT FOR?**

Untreated or color-treated hair.

**WHAT DOES IT DO?**

They support the coloring precursors inside the hair and act outside by wrapping the hair cuticle with a spiral, thus giving an extraordinary shine and a color.

**HOW DO YOU USE IT?**

Levels 1-4 – add 30% of pure pigments to your color formula  
(EX; 30 g of color, 9 g pure pigment)

Levels 5-7 – add 20 % of pure pigment to your color formula  
(EX; 30 g of color, 6 g pure pigment)

Levels 7-10 – add 10% of pure pigment to your color formula  
(EX: 30 g of color, 3 g of pure pigment)

**INGREDIENTS**

Aqua/Water, Propylene Glycol, Cocamidopropyl Betaine, Glycerin, Silicone Quaternium-22, Polyglyceryl-3 Caprate, Dipropylene Glycol, Di-C12-13 Alkyl Malate, Ascorbic Acid, Hydrolyzed Keratin, Palmitamidopropyltrimonium Chloride, Sodium Gluconate, Tetrasodium EDTA, Benzyl Alcohol, Phenoxyethanol, Ethylhexylglycerin, Basic Yellow 87, Basic Red 51, Basic Orange 31, Hc Blue No. 15.

## LIGHTENING OIL:

### AMMONIA-FREE

Suitable for all hair types, it acts gently with its ammonia-free formula. It lightens gently and evenly, leaving hair hydrated, soft and shiny.

### NO PPD

The lack of PPD or colorants guarantees greater protection and notably reduces the problems of irritation or allergic reactions.

### NATURE

To guarantee maximum respect of the scalp and hair structure, milk\_shake® illuminate Conditioning Lightening Oil's naturally-sourced ingredients are:

**Organic Kendi oil:** a natural antioxidant that nourishes and protects scalp and hair naturally to leave it soft and hydrated.

**Organic Argan oil:** provides important anti-aging and anti-oxidant actions.

**Fruit extracts (lemon, orange and mandarin):** supplement minerals that are lacking within the hair.

The lightening effect of milk\_shake® illuminate conditioning lightening oil is in the function of the type of developer chosen:

LIGHTING LEVEL	CONDITIONING LIGHTING OIL	QUANTITY OF OXIDIZING EMULSION	RECOMMENDED SETTING TIME
1 levels	30 ml oil	30 ml 10 vol (3%)	15 minutes
2 levels	30 ml oil	30 ml 20 vol (6%)	20 minutes
3 levels	30 ml oil	30 ml 30 vol (9%)	30 minutes
3-4 levels	30 ml oil	30 ml 40 vol (12%)	35 minutes

### CAUTION

Cosmetically color-treated hair can be more resistant to lightening. Generally the difference between natural hair and cosmetically color-treated hair can be maximum 1 level difference in lightening.

### THE SERVICES

With milk\_shake® illuminate conditioning lightening oil it's possible to carry out different types of lightening services or create new proposals that enhance the salon:

- Light and natural lightening
- Color washing
- Beach effects
- 3D lightening effects (combined or alternating the lightener)
- Lightening and toning effects (combined with milk\_shake® illuminate pure pigment)



## Conditioning Lightening Oil

Delicate lighteners and toners for naturally radiant hair

*For professional use only*

### WHAT IS IT?

Ammonia-free conditioning lightening oil.

### WHO IS IT FOR?

Ideal for those who want a more intense lightening treatment that looks very natural.

### WHAT DOES IT DO?

milk\_shake illuminate conditioning lightening oil is an ammonia-free lightening oil for a new, natural-effect lightening service. Easy to apply and it doesn't dry out or expand during the setting time. Lightens up to 3-4 levels with extra nourishment given by the natural oils within the formula.

### HOW DO YOU USE IT?

Prepare the milk\_shake® illuminate conditioning lightening oil formula in a non-metallic bowl when it is to be used. Add the appropriate oxidizing emulsion, respecting the 1:1 ratio. Example: 50 ml di milk\_shake® illuminate conditioning lightening oil + 50 ml milk\_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol. Apply to dry, unwashed hair.

### INGREDIENTS

Aqua (Water), Laureth-4, Alcohol Denat., Propylene Glycol, Ethanolamine, Oleamide DEA, Oleic Acid, Glycerin, Polyquaternium-22, C12-13 Alkyl Lactate, Di-C12-13 Alkyl Malate, Tridecyl Salicylate, Argania Spinosa Kernel Oil, Aminomethyl Propanol, Aleurites Moluccana Nut (Seed) Oil, Citrus Medica Limonum (Lemon) Leaf Extract, Citrus Tangerina (Tangerine) Extract, Citrus Aurantium Dulcis (Orange) Leaf Extract, Sodium Hydrosulfite, Ascorbic Acid, Eugenol, Linalool, Limonene, Butylphenyl Methylpropional, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Parfum (Fragrance), Tetrasodium EDTA, p-Phenylenediamine, Toluene-2,5-Diamine Sulfate, 4-Chlororesorcinol, 2-Methylresorcinol, Resorcinol, 2-Amino-4-Hydroxyethylaminoanisole Sulfate, 4-Amino-2-Hydroxytoluene, m-Aminophenol, 1,5-Naphthalenediol, 1-Naphthol, p-Aminophenol, N,N-Bis(2-Hydroxyethyl)-p-Phenylenediamine Sulfate, N-Phenyl-p-Phenylenediamine, 2,5,6-Triamino-4-Pyrimidinol Sulfate.

## creativity with color



### HIGHLY CREATIVE COLOR

**CHARACTERISTICS:** brilliant color, sublime shine, long-lasting guarantee

**ADDED VALUE:** cosmetic base, conditioning, protective, enriched and fragranced with organic honey

**TECHNOLOGY:**

#### *MOLAR BALANCING*

- Avoids unwanted reactions between pigments following the formation of unwanted molecules
- Guarantees more vibrant colors and more intense tones
- Increases color duration

**COLOR CHART:** Over 128 shades

**GUARANTEED RESULT:** Purity and color strength

**SIMPLE TO USE:** Classified with the international numbering system

**HIGH QUALITY PIGMENTS:** For excellent results

**FORMULA:**

- SLES free formula for a more delicate cleansing action
- UV filter
- Paraben-free formula
- Pleasant honey fragrance

**Maximum creativity and total freedom of choice for perfect results.**

**The color range is subdivided into 18 tonal series**

**All the shades are mixable;** they allow for the creation of infinite tones

**The correctors (special series)** can be mixed with the entire color range

**The high lifters** guarantee balanced, shiny blonds

**Neutral:** Its special formula is pigment free and it's function is to help dilute any creative color shade.



## CREATIVE CONDITIONING PERMANENT COLOR

### FEATURES & BENEFITS

The richness of milk\_shake<sup>®</sup> creative conditioning permanent color is guaranteed by special active ingredients.

#### BENEFITS

- / increased elasticity and strength
  - / increased shine and health
  - / protection
- / hydration and frizz reduction
  - / static reduction
  - / easier styling
- / deeper product penetration
  - / conditioning action



**MILK PROTEINS**  
/ conditioning action



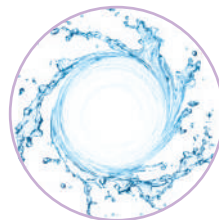
**A COMPLEX OF 18 AMINO ACIDS**, derived from wheat and soy that substitute animal-based keratin.



**BLUEBERRY EXTRACT**  
/ emollient, hydrating and nourishing



**NATURAL HONEY**  
/ soothing & protective properties for the scalp and conditioning for the hair



**CONDITIONING & HYDRATING AGENTS**  
/ give softness and manageability



**SUNFLOWER OIL**  
/ emollient action gives manageability



### **Creative Permanent Color**

Endless possibilities for vibrant, long-lasting color

*For professional use only*

#### **WHAT IS IT?**

Conditioning permanent color

#### **WHO IS IT FOR?**

Anyone looking for long-lasting brilliant color and sublime shine plus grey coverage.

#### **WHAT DOES IT DO?**

Highly creative permanent hair coloring that guarantees long-lasting radiant color and perfect grey coverage. Offers unlimited combinations for a variety of results. Conditioning and protective cosmetic base combine with high quality and pure coloring molecules for unparalleled protective UV filter. Specific oxidising emulsion 5/10/20/30/40 volumes.

#### **HOW DO YOU USE IT?**

##### **STANDARD PREPARATION: 1+1,5**

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

##### **HIGH LIFTERS PREPARATION: 1+ 2**

In a non-metallic bowl, pour 1 part of color **milk\_shake®** creative permanent color and add 2 parts of **milk\_shake®** 40 vol.12% (i.e.:50g of cream colorant "high lift"+ 100g of **milk\_shake®** oxidizing emulsion 40 vol. 12%).

**METALLIC COLOR COLLECTION**



milk\_shake® creative color METALLIC SHADES includes 5 shades that give hair a metallic effect.

- METALLIC intense grey  
(.11) - (.AA); for an intense grey veering towards anthracite

- METALLIC intense blue  
(.1) - (.A); for an intense metallic blue

- METALLIC violet  
(.7) - (.V); for a medium violet with metallic tones

- METALLIC pink  
(.6) - (.R); for a metallic pink

-light METALLIC grey  
(.17) - (.AV); for a light grey veering towards silver

**FOR BEST RESULTS THE METALLIC SERIES  
REQUIRES A FEW TRICKS**

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

**conditioning permanent colour**

1. Metallic shades must be applied to light levels or lightened hair. If applied to dark levels or bases these could create ash tones, natural tones, or in some cases, unwanted tones. For example, the light metallic grey shade when applied to a base with a strong yellow chromatic tendency could give grey/green tones.
2. On natural hair, the metallic effect may not be so evident.
3. Metallic series is not formulated for grey hair and does not guarantee absolute coverage. If the percentage of greys and the objective color is a metallic shade, the final result could be pleasant. If the percentage of greys is low, the indications as for the application on natural hair applies.
4. It's not necessary to always lighten hair before using metallic shades. With shades such as intense grey and blue, which can be applied to lightened levels 7 or 8, great results can be achieved with lightening products which do not bleach (illuminate lightening oil or clear).
5. Being shades that should be applied to light hair or lightened hair, the most indicated developer is the 10 vol. (3%) to deposit the color and to maintain great shine. If the application is done on very bleached hair and greater color deposit is needed, the 5 vol. (1.5%) is recommended.
6. The processing time is always in relation to the chosen developer: 10 vol. 30 minutes processing time – 5 vol. 20 minutes processing time.



**OXIDIZING EMULSION**



**milk\_shake® oxidizing emulsion**

5 oxidant emulsions specifically formulated to act in synergy with milk\_shake® creative permanent color in 5 different strengths: 5 \* 10 \* 20 \* 30 \* 40 vol.

Creates stable, uniform and long-term brilliant color. Each oxidizing emulsion is enriched with special emollient, conditioning and protective ingredients. **Integrity 41\* guarantees better color retention in time** thanks to important antioxidant actions.

- \* **milk proteins** improving hair strength and manageability
- \* **mango seed oil** - emollient, counteracts dryness, gives softness
- \* **natural honey** soothing & protection for the scalp, while conditioning for the hair
- \* **conditioning and hydrating agents** give softness and combability
- \* **Integrity 41\*** guarantees better and longer color duration due to protection against free radicals and the weather's oxidant effects
- \* **fragrance free**

## **milk\_shake**<sup>®</sup> oxidizing emulsion

5 different strengths: 5 \* 10 \* 20 \* 30 \* 40 vol.



**milk\_shake**<sup>®</sup> oxidizing emulsion 5 vol. 1.5%  
To tone lightened or color treated hair. Maximum color deposit recommended for color re-pigmentation services.



**milk\_shake**<sup>®</sup> oxidizing emulsion 10 vol. 3%  
Recommended when darkening or maintaining natural level. Lightening up to 1 level. Recommend for white / grey coverage when target shade is within 1 level of the natural color.



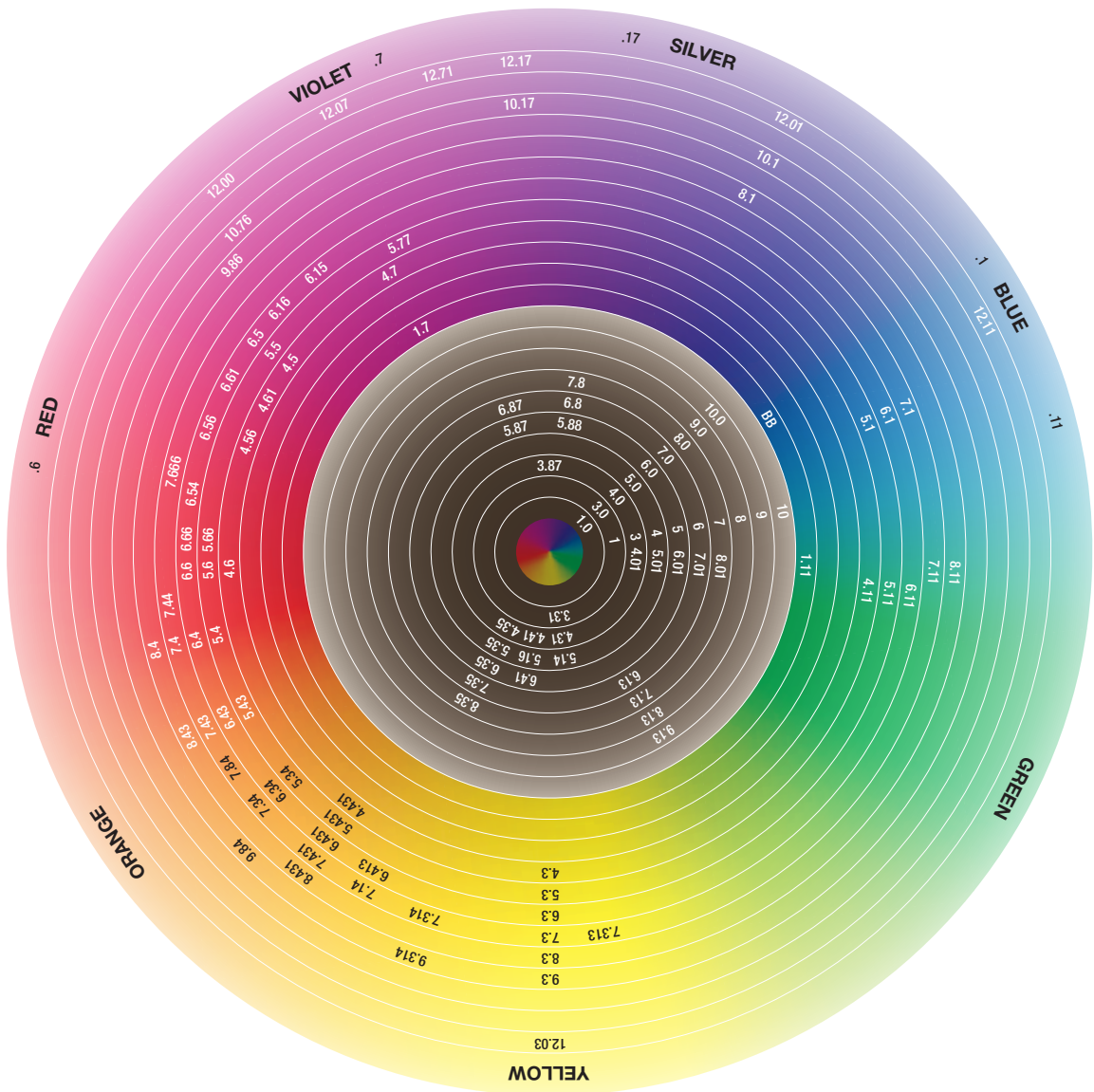
**milk\_shake**<sup>®</sup> oxidizing emulsion 20 vol. 6%  
Recommended for white/grey coverage on coarse resistant hair, giving up to 2 levels of lift.



**milk\_shake**<sup>®</sup> oxidizing emulsion 30 vol. 9%  
Recommended when depositing color, with 2-3 levels of lift.



**milk\_shake**<sup>®</sup> oxidizing emulsion 40 vol. 12%  
Recommended when depositing color with 3-4 levels of lift. Specific oxidizing emulsion required for the High Lifters.





There are all kinds of colors on the market that give a variety of applications to satisfy customer demands.

### **WHY IS milk\_shake<sup>®</sup> smoothies semi-permanent color SO SPECIAL?**

- / An efficient tone on tone conditioning cream
- / **AMMONIA FREE:** The absence of ammonia gives the perception of being more a more “natural” process
- / **The ingredients in milk\_shake<sup>®</sup> smoothies** enhance hair’s beauty and health. The color’s beauty is strictly connected to the hair’s condition.
- / **Hair color is enhanced to its maximum potential when it is** intense, brilliant and protected by external aggressors.
- / **OVER 64 SHADES** are divided into 11 series. Each ingredient characterizes a tonal series as well as its fragrance.
- / **FRUIT EXTRACTS, MILK, HONEY AND COCOA** characterize each tonal series for pleasant coloring creams with equivalent, natural fragrances.





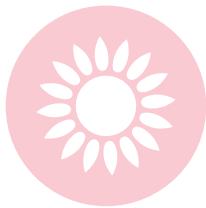
**MIX OF NATURAL ACTIVE INGREDIENTS**



**MILK PROTEINS**  
/ integrating action  
/ conditioning action  
/ repairs damaged hair



**HONEY**  
/ nourishing action  
/ gives shine  
/ protects and gives elasticity



**INTEGRITY41<sup>®</sup>**  
/ antioxidant action  
/ guarantees color duration  
/ protects and repairs



**AMINO ACID COMPLEX**  
/ strengthening action  
/ restorative action  
/ increases shine



**PAPAYA, STRAWBERRY, BLUEBERRY  
AND COCOA EXTRACTS**

/ protective action  
/ emollient action  
/ revitalizing action



## Smoothies Semi-Permanent Color

Sensorial hair color experience

*For professional use only*



### **WHAT IS IT?**

Conditioning semi-permanent color

### **WHO IS IT FOR?**

Perfect for those people who want color that's easy to maintain and want to hide the first appearance of greys. Suitable for male hair color.

### **WHAT DOES IT DO?**

Gentle ammonia-free, semi-permanent color cream for tone-on-tone coloring and conditioning. There are two sides to the smoothies color range: a vibrant and radiant color typical of a permanent hair color that is gentle on the scalp and a direct color. 3 specific emulsions: light activating emulsion, activating emulsion and intensive activating emulsion.

### **HOW DO YOU USE IT?**









In a non-metallic bowl, mix 1 part of **milk\_shake**<sup>®</sup> smoothies conditioning semi-permanent colour + 1 1/2 your choice of emulsion.

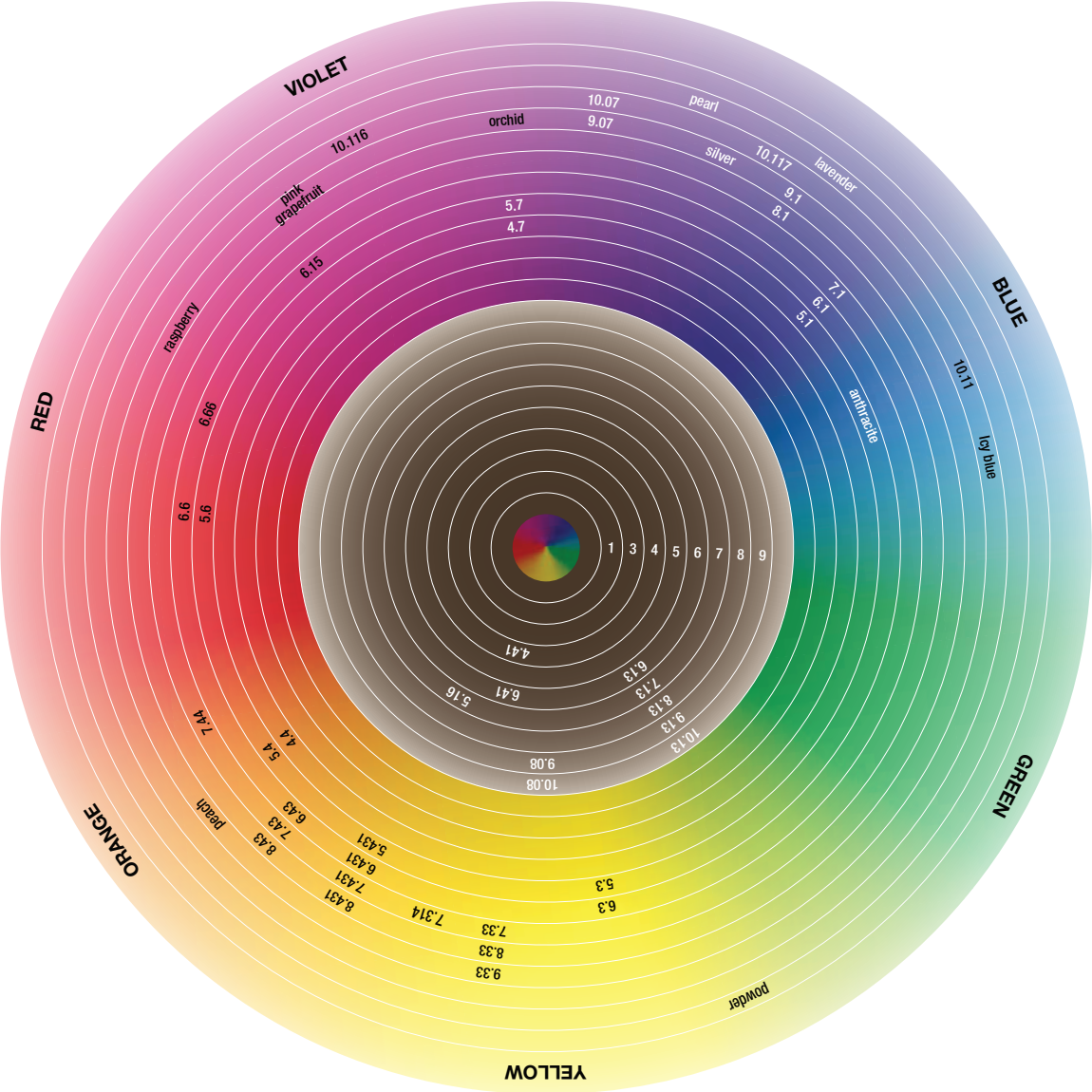
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## Smoothies Conditioning Semi-Permanent Color User Guidelines

### Special Shades & Intensifiers:

PHOTO	SHADE	LEVEL	CHROMATIC INCLINATION	IDEAL APPLICATION BASE
	ANTHRACITE	Level 5-6	Grey / Blue	Grey hair (up to 50%)
	SILVER	Level 8-9	Grey / Violet	Grey hair (up to 100%)
	POWDER	Level 10	Pink / Lilac	Level 9-10 & Grey hair
	PEARL	Level 10	Neutral	Level 10 & Grey hair
	RED	No defined level	RED	Lightened hair level: 4-5-6-7-8-9-10
	ORANGE	No defined level	ORANGE	Lightened hair level: 4-5-6-7-8-9-10
	BLUE	No defined level	BLUE	Lightened hair level: 4-5-6-7-8-9-10
	YELLOW	No defined level	YELLOW	Lightened hair level: 8-9-10



## SMOOTHIES SEMI -PERMANENT COLOR USER GUIDELINES

### APPLICATION RITUAL

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- 1) Perform a correct analysis of the natural level of the hair / percentage of greys
- 2) Establish the desired result and choose the most suitable shade
- 3) If the hair is dirty or with styling residue, perform a preliminary shampoo with milk\_shake® deep cleansing shampoo
- 4) Pre-Dry the hair (50% is sufficient)
- 5) Mix the chosen shade
- 6) Processing time can vary between 5-35 minutes depending on the chosen emulsion and final result.
- 7) Rinse with a shampoo and conditioner from milk\_shake® color specifics range.

### Processing Time

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- / Tone on tone coloring 20/30 minutes
- / Coverage of white hair 30/40 minutes
- / More intense coloring 30 minutes
- / Color corrections 5/20 minutes
- / Male coloring 5/10 minutes

### After-Color Shampooing Rituals

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- / Emulsify and massage without adding water. Rinse out thoroughly.
- / Apply milk\_shake® color specifics acid color sealer, wash with color specifics color sealing shampoo & condition with color specifics color sealing conditioner.
- / milk\_shake® smoothies is an ammonia free color.

**Please note: Select choice of emulsion type depending on the desired results.**



What is  
the value  
of 9 minutes...  
an entrepreneurial  
hairstylist know.

The first  
permanent color  
that guarantees  
**maximum results**  
in just 9 minutes



## Features

- / **the first permanent color** on the market that is processed in just 9 minutes\*
- / **its technology**, combined with balanced pigments, guarantees the same results as a regular permanent color, with reduced processing time
- / **maximum grey coverage**
- / **vibrant color tones**
- / **36 mixable shades**
- / **conditioning base** that guarantess soft, shiny hair
- / **darkens or lifts**
- / **innovative active ingredients** of the highest quality to protect the hair
- / **100 ml tube** for 3 applications (30-35 g. on regrowth of 1-1.5 inches)
- / **mixing ratio 1:1** (1:2 for high lifters) with **milk\_shake®** oxidizers



## Hyper-fermented daisy extract

They appear during the first days of spring and flower in fields until June. Their delicate appearance hides an extraordinary resistance - they can stand frost which can still occur at the beginning of spring, and do not suffer during heatwaves. **Such a small flower, so discreet and delicate, with little needs, yet adaptable to different conditions, resistant to cold (below -15°C) and to damp: these are the features that make it a winning plant.**

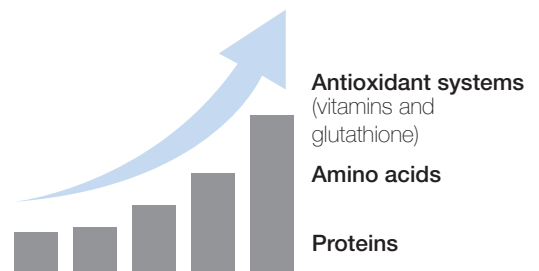
As well as being a beautiful flower, daisies are rich in active ingredients such as resins, tannins, essential oils, etc.

## A new technology

During bio-liquidation, daisies are treated with enzymes that decompose them into simpler parts. This releases precious molecules that become readily available for other processes.

**Next, in the following phase of fermentation, these precious molecules are attacked by microorganisms that transform these into active ingredients such as proteins, amino acid and vitamins.**

The purpose of hyper-fermentation (combination of bio-liquidation and fermentation) is to make active ingredients available that would not otherwise be obtained from fermentation alone.



## Bio-fermented

### daisy extract

**The process of hyper-fermentation liberates a series of beneficial substances for the scalp and hair**

**increase** in sugars that enrich the Phyto-complex

**+28% of polyphenols** plant-based natural ingredients characterized by antioxidant properties

**+15% antioxidant power**

**+176% amino acids and proteins**

supplement the hair with structural elements

**+24% flavonoids** with a strengthening action



## Colour that's good for hair

The active ingredients within milk\_shake® 9 minutes enrich the colouring service with extra care for the hair's health.

- / SUNFLOWER OIL: with an emollient action, gives manageability
- / AMINO ACID COMPLEX\*: plant-based keratin with 18 amino acids from wheat and soy with an anti-oxidant and protective action
- / BLUEBERRY EXTRACT: emollient, hydrating and nourishing





### 9-Minutes Color

Shiny hair in a fraction of the time

*For professional use only*

#### WHAT IS IT?

Permanent hair color that processes in 9 minutes.

#### WHO IS IT FOR?

Anyone looking for long-lasting brilliant color, sublime shine and grey coverage, in just 9 minutes.

#### WHAT DOES IT DO?

Guarantees long-lasting radiant color and perfect grey coverage. Offers unlimited combinations for a variety of results. Maximum coverage, maximum duration, maximum shine and maximum color tones.

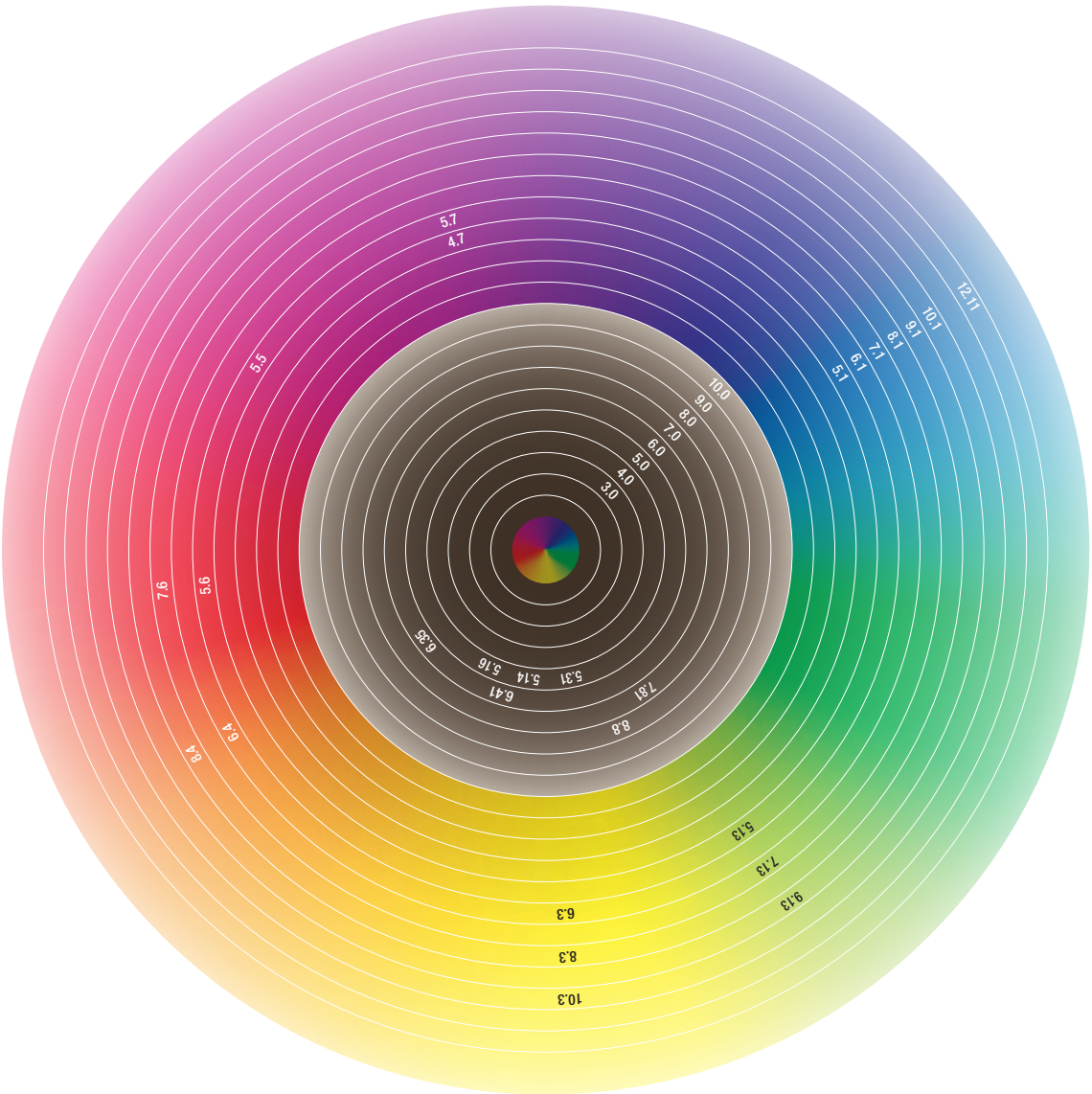
#### HOW DO YOU USE IT?

milk\_shake® 9 minutes quick conditioning permanent hair colour is mixed with milk\_shake® oxidizing emulsion 10/20/30/40 vol. with a mixing ratio that will be chosen according to the used shade:

**STANDARD: 1:1** (e.g. 50 ml milk\_shake® 9 minutes quick conditioning permanent hair colour + 50 ml milk\_shake® oxidizing emulsion).

**HIGH LIFTERS (ultra blonds): 1:2** (e.g. 50 ml milk\_shake® 9 minutes quick conditioning permanent hair color "high lifter" + 100 ml milk\_shake® oxidizing emulsion 40 vol. 12%).

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## OIL-BASED AMMONIA-FREE ACIDIC COLOUR FOR HAIR

- \_guarantees amazing results in colour toning
- \_doesn't lighten the hair
- \_doesn't modify the hair's structure



## A NEW TECHNOLOGY HYPER-FERMENTATION

- // **during bioliquefaction**, the prickly pear is subjected to an enzymatic treatment, which breaks it down into simpler parts.
- // in this way **precious molecules** are released, which are then available for other processes.

## THE TECHNOLOGY

### // NATURAL

because the extraction uses hydrolytic enzymes and yeast, and water as the only solvent;

### // SUSTAINABILITY

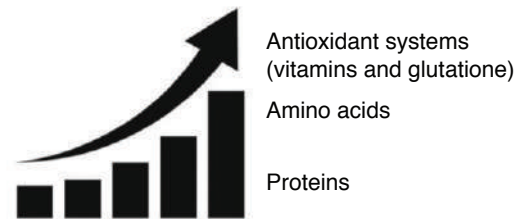
because we recover parts of the fruit that would otherwise be lost;

### // SAFE

through the step-by-step transformation under standardized conditions and rigorous quality controls at every stage of production.

## A NEW TECHNOLOGY HYPER-FERMENTATION

// in the following stage of **fermentation**, these precious molecules are attacked by microorganisms  
// their action transforms them into **active ingredients** such as **proteins, amino acids, and vitamins**.



### HYPER-FERMENTED PRICKLY PEAR EXTRACT

- + 44% polyphenols
  - + 50% flavonoids
  - + 60% antioxidant strength
- NATURAL - SUSTAINABLE



### AMINO ACID COMPLEX

- // wheat and soy plant amino acids
- // ideal for very porous hair



### BLUEBERRY EXTRACT

- // Nourishing
- // Protective
- // Invigorating









### SUNFLOWER OIL

- // emollient
- // protective
- // vitamine E antioxidant

**milk  
shake**<sup>®</sup>  
the gloss  
colour

- // gives color tones without modifying the natural structure and color of the hair
- // improves the condition of porous hair and checially-treated har
- // tones and **corrects** color-treated or lightened hair
- // masks greys up to 50%
- // lasts 15-20 washes



<b>PERMANENT COLOR</b>	 milk_shake <sup>®</sup> 9 minutes	 milk_shake <sup>®</sup> creative
<b>SEMI-PERMANENT COLOR</b>	 milk_shake <sup>®</sup> smoothies	
<b>DEMI-PERMANENT COLOR</b>	 milk_shake <sup>®</sup> the gloss colour	←
<b>DIRECT COLOR</b>	 milk_shake <sup>®</sup> direct color	 milk_shake <sup>®</sup> color whipped cream

## The Gloss

Perfect color, healthy and shiny hair

*For professional use only*

### WHAT IS IT?

Acidic Ph demi coloring treatment.

### WHO IS IT FOR?

A product suitable for clients who want to try a more lasting color compared to direct color, clients with color-treated hair that want to maintain an intense and vibrant color tone, clients who lighten their hair and need to correct or enhance a color tone, or clients who have natural hair and do not want to change their hair color, but only give extreme shine and conditioning to the hair's structure.

### WHAT DOES IT DO?

milk\_shake<sup>®</sup> the gloss colour is not just a colour, but a treatment that nourishes and conditions the hair, improving the hair with each application.

### HOW DO YOU USE IT?

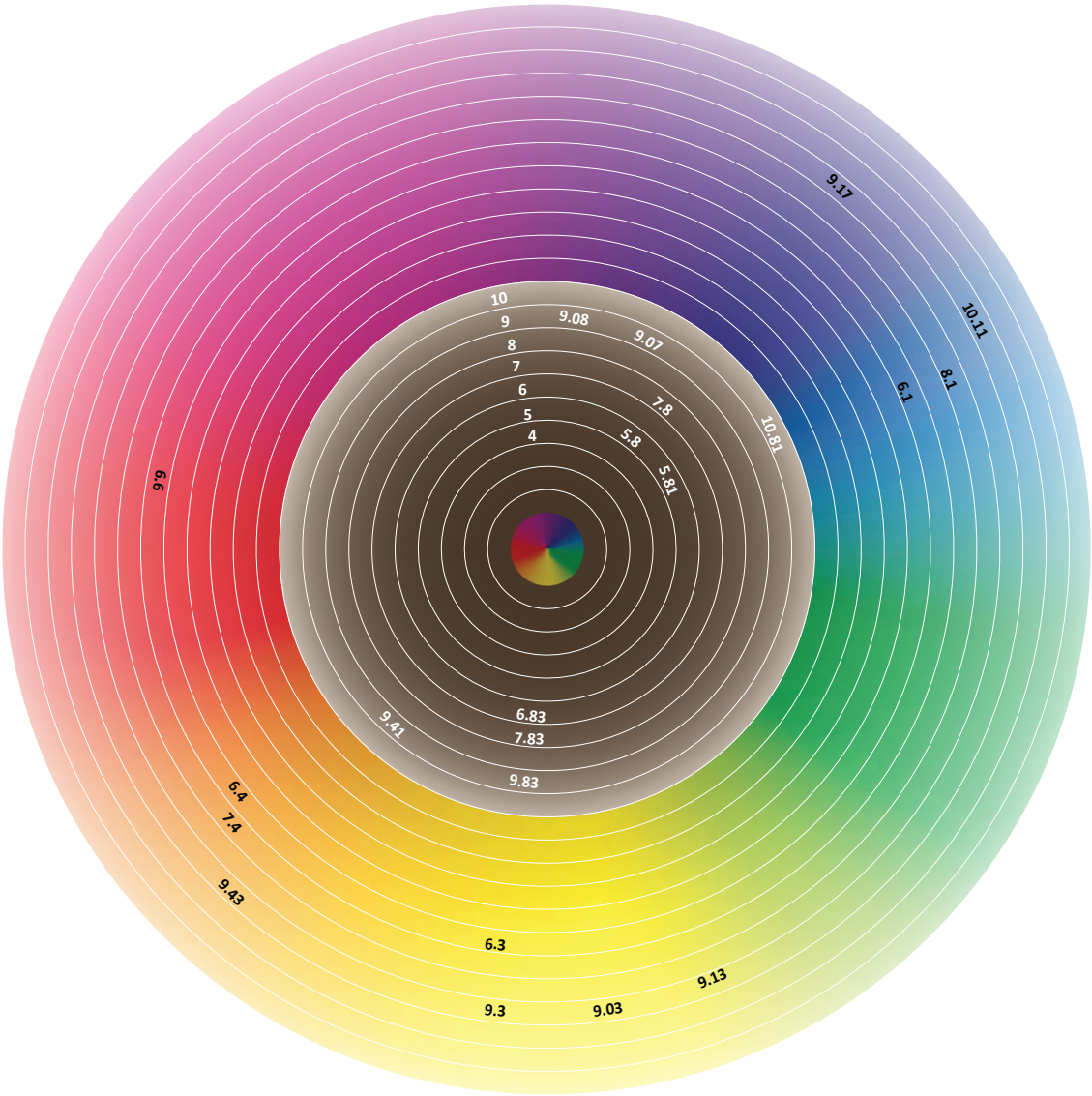
milk\_shake<sup>®</sup> the gloss color is mixed with milk\_shake<sup>®</sup> the gloss color acidic color activator 6 vol. with a 1:1 mixing ratio.



Remember the importance of an efficient and correct mixing of the coloring oil and developer. If these are not mixed properly, anomalies could occur such as less color deposit and untimely colour-fading. With milk\_shake<sup>®</sup> the gloss color, it is possible to prepare the mixture with the classic method of brush and bowl, or due to its consistency, it can be applied with the appropriate milk\_shake<sup>®</sup> applicator bottle that facilitates both mixing and application. The final compound must be well-blended, but in mixing phase the consistency should be similar to a gel. Both during mixing and application, the coloring compound must not be foamy.

The recommended processing time is 20 minutes. The balanced color formula means that the processing time can be kept standard and there is no need to modify it according to the type or porosity of the hair.

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## Conditioning Direct Color

An innovative and delicate cosmetic color for coloring services with excellent results.

**milk\_shake**<sup>®</sup> conditioning direct color is an innovative and delicate direct cosmetic color created to carry out toning services without the commitment of permanent color that yields excellent results.

### THE PRODUCT

It has 3 actions

- / colors
- / restructures
- / protects

- 
- / High quality pigments give rich and calibrated tones
  - / The gel base adheres perfectly to the shaft, improving the union between pigment molecules and the hair's structure

### AMMONIA-FREE AND OXIDANT-FREE

It doesn't modify the structure of the hair but positions itself between the scales of the cuticle, leaving hair conditioned with rich tones.

## THE PRODUCT

- / The milk proteins in the formula make the hair shine with beauty and vitality.
- / Enriched with argan oil and shea butter to restructure hair for longer lasting color.
- / The exclusive ingredient Integrity 41® (Helianthus annuus) protects color from free radicals and the oxidising effects of external aggressors. It maintains the hair's color longer, making it more stable and brilliant.
- / Humectant and conditioning agents enhance manageability, giving hair softness and shine.
- / Easy to rinse, thanks to a delicate, amphoteric surfactant.
- / A pleasant fruity fragrance gently envelops hair.
- / Leaves hair shiny, conditioned and rich with color.

### 19 FASHION SHADES

Color duration depends on a few factors:

- / Hair's structure and porosity
- / Cleansing and conditioning products used
- / Exposure to substances that cause color fade (ex. sea water or chlorine)
- / Experimental tests showed color lasts a medium of 8-10 washes if using specific products.

### 1 CLEAR SHADE

- / Special Clear shade (neutral) is the only pigment-free formula with the same base formula.
- / It is advised to propose this shade pure as a long-lasting shine-enhancing treatment to give hair body, shine and vigor
- / Mix with other shades to reduce their intensity.



## Direct Color & Cocktails

The color and shine you have always wanted



### WHAT IS IT?

Conditioning direct color

### WHO IS IT FOR?

Clients looking for a pop of fun, fashionable color.

### WHAT DOES IT DO?

Gentle and versatile cosmetic color for simple hair coloring services with excellent results. Conditioning base is enriched with milk proteins, shea butter, argan oil and the Integrity 41<sup>®</sup> that act as humectant and conditioning agents. Completely ammonia-free and does not require the use of oxidizing agents. Lasts up to 8-10 washes.

### HOW DO YOU USE IT?

Apply directly from bottle to pre lightened hair. Time 10-25 minutes depending on the vibrancy of color desired. Rinse and repeat if desired.

### INGREDIENTS

Aqua (Water), Hydroxyethylcellulose, Polysorbate 20, Cocamidopropyl Betaine, Cetrimonium Chloride, Phenyl Trimethicone, Butylene Glycol, Imidazolidinyl Urea, Helianthus Annuus (Sunflower) Seed Extract, Acid Violet 43, Sodium Hydroxide, Limonene, Linalool, Citronellol, Argania Spinosa Kernel Oil, Butyrospermum Parkii (Shea Butter) Oil, PEG-5 Cocomonium Methosulfate, Sodium Glutamate, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Hydrolyzed Casein, Sodium Cocoyl Glutamate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Parfum (Fragrance).

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## ADDED VALUE

Every COCKTAIL is made using our best seller **WHIPPED CREAM** with **DIRECT COLOR** and **ARGAN OIL** for deep, long-lasting and beautiful results!

### DIRECT COLOR COCKTAIL

**Toning and conditioning** treatment for excellent tones and results without commitment.

### DIRECT SHINE COCKTAIL

**shine-enhancing and conditioning** treatment without pigments for a «mirror-effect» on the hair

### ARGAN COCKTAIL

Leave-in **shine-enhancing and deep nourishing** treatment with organic argan oil.



NO INHIBITION multicolor

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## OUR CHALLENGE

- / To satisfy any coloring need while making hair appear visibly younger.
- / No Inhibition has created a color that guarantees brilliant result and a rejuvenating effect hair.
- / Hair discovers its original beauty as if illuminated from within.

# NO INHIBITION

MULTI-COLOR

RICH PERMANENT COLOR CREAM

## MULTICROME - AGE DEFENSE

### **MULTICROME** - age defense

- / restructures hair
- / generates radiance as color effectively reflects light
- / fixes color's pigments longer lasting intensity

**HAIR APPEARS BRIGHTER AND HEALTHIER THANKS TO A SYNERGETIC COMPLEX.**

### **SYNERGETIC COMPLEX**

#### **REGENERATION**

##### **NANO LIPOBELLE**

Over time the structure of hair changes. The percentage of keratin decreases, making hair appear more weak and fragile. Even color appears faded. Thanks to the regenerating properties of nano lipobelle, a Coenzyme, hair finds its original beauty.

#### **PROPERTIES**

Increased penetrative capacity thanks to the presence of highly purified soya phospholipids which stabilize the nanoparticles. Soya is a very important element that restores the hair's radiance. This active ingredient, which contains vitamin E, produces coenzyme Q10 that tends to decrease with the passage of time.

#### **The synergy between coenzyme Q10 and Vitamin E:**

- / performs a regenerating action
- / performs an anti-oxidant action
- / makes hair more vibrant and healthy

#### **HYDRATION**

##### **YLANG YLANG EXTRA ORGANIC ESSENTIAL OIL**

The name Ylang Ylang is of Tagalog origin and signifies "flower of flowers". It is a tree that grows up to 12-15 meters, originates in Madagascar and is evergreen or semi-evergreen. In the past it has been used to give hair shine and strength. Women would soak their hair with the oil extracted from its fragrant flowers.

#### **PROPERTIES**

- / Nourishes
- / Hydrates
- / Soothes and smoothes

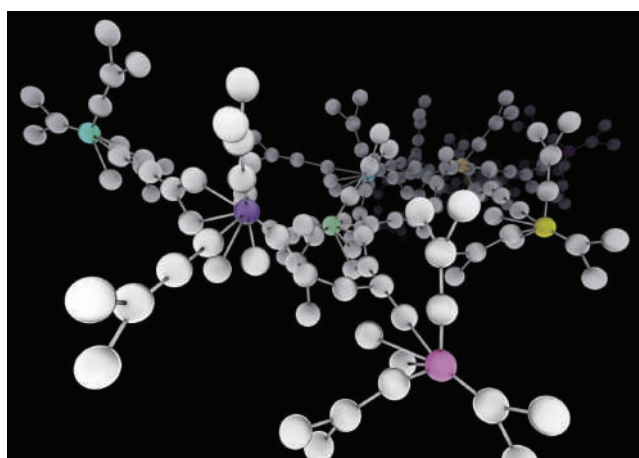
#### **RADIANCE**

##### **SEA SATIN®**

Sea satin® is extracted from the Beta Maritima plant (Sea Beet) which grows spontaneously along the coastal areas of the Mediterranean. It is highly resistant to water and the dense sea air.

#### **PROPERTIES**

- / Detangles for volume and radiance
- / Protects against fading caused by pollution and UV rays
- / Conditions and nourishes
- / Maintains hair color's brilliance



## MAKE YOUR COLOR IRIDESCENT

**NO INHIBITION MULTICOLOR** contains a mix of highly effective active ingredients. The coloring creams contain:

/ **State of the art coloring pigments:** carefully selected and controlled in order to maintain a stability of results over time. Long-lasting brilliant color.

/ The cream's formula is perfectly balanced:  
**minimal ammonia content** guarantees perfect results while respecting the hair.

/ **Beeswax** with film-forming and soothing properties. It also has exceptional hydrating and softening qualities when applied to dry hair.

/ The **coloring cream** is easy to mix.

/ **Vitamin C** is indispensable during the application of color in order to combat hair's fragility and give it the elements it needs in order to be healthy and strong.

# NO INHIBITION multicolor

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## Multicolor

Rich permanent color cream  
*For professional use only*

### WHAT IS IT?

Rich permanent color cream

### WHO IS IT FOR?

Anyone looking for rich, brilliant color and shine. Guaranteed to provide long-lasting results and grey coverage.

### WHAT DOES IT DO?

Guarantees brilliant luminous results with a rejuvenating effect on hair. Contains a mix of highly effective active ingredients that leave hair nourished, radiant and healthy-looking.

### HOW DO YOU USE IT?

#### Mixing Ratio:

1 part of NO INHIBITION multi-color + 1,5 parts of Oxidizing Emulsion at 5 / 10 / 20 / 30 or 40 Vol.

e.g. /50 ml of NO INHIBITION multi-color + 75 ml of Oxidizing Emulsion at 10 / 20 / 30 or 40 Vol.

#### Ultra Blond nuances the mix ratio is :

1 part NO INHIBITION multi-color UB + 2,5 parts of Oxi Emulsion at 40 Vol.

e.g. /50 ml of NO INHIBITION multi-color UB + 125 ml of Oxi Emulsion at 40 Vol.

*The processing time can vary between 30 and 45 minutes depending on the Oxidizing Emulsion and the coloring service that is intended.*

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# NO INHIBITION multicolor

## OXIDIZING EMULSION

These are studied specifically in order to act in synergy with no inhibition multicolor and develop a greater expression of pigments contained in the formula.

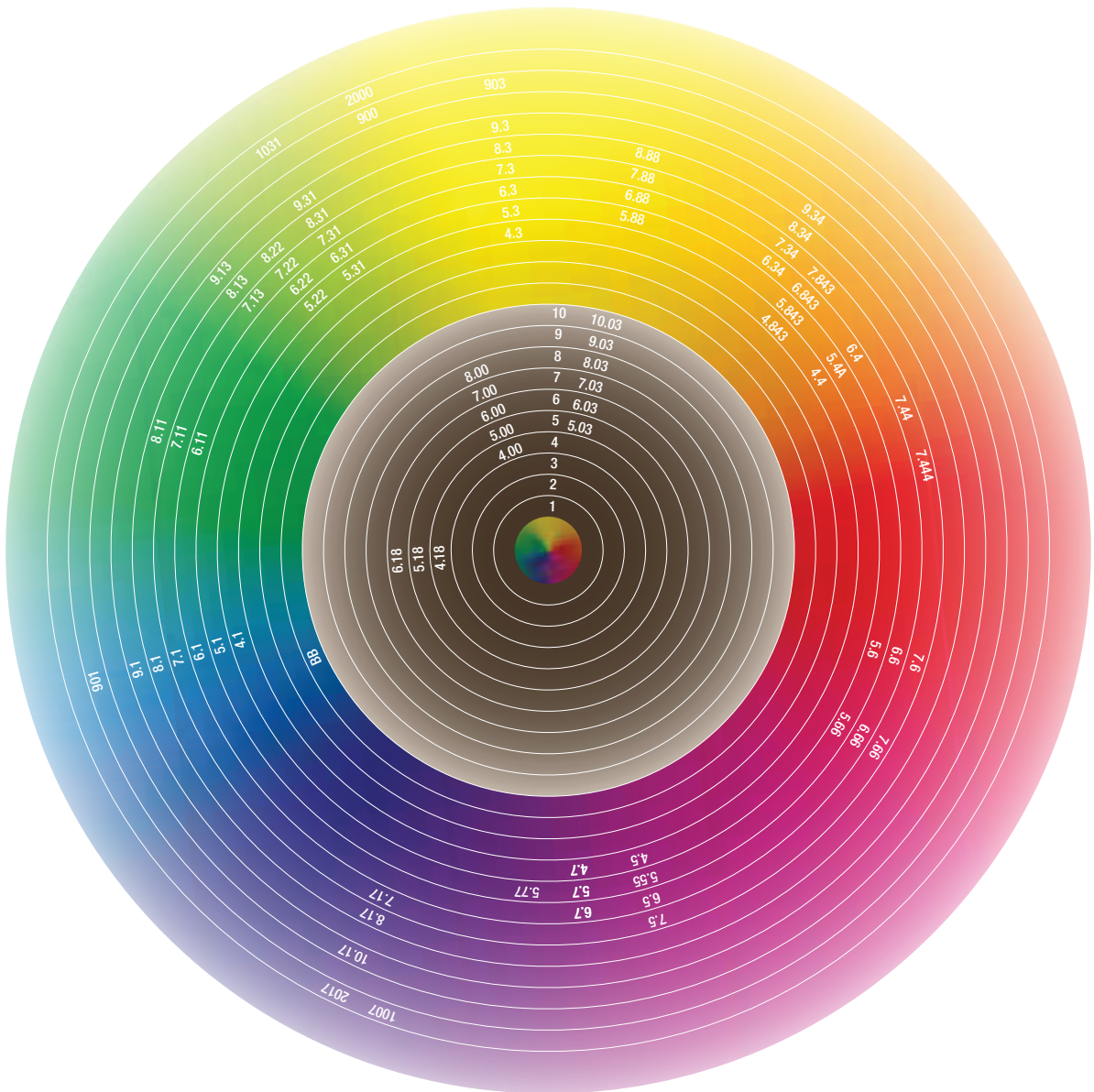
No Inhibition oxidizers, developed in five versions, are creamy, perfumed and conditioning and have a delicate action on the scalp and hair, thanks to special soothing and protective substances.



## No Inhibition Multicolor User Guidelines

				
<b>5 Volume Oxidizing Emulsion</b> 1.5%	<b>10 Volume Oxidizing Emulsion</b> 3%	<b>20 Volume Oxidizing Emulsion</b> 6%	<b>30 Volume Oxidizing Emulsion</b> 9%	<b>40 Volume Oxidizing Emulsion</b> 12%
<b>Processing Time 20 Minutes</b>	<b>Processing Time 30 Minutes</b>	<b>Processing Time 35 Minutes</b>	<b>Processing Time 40 Minutes</b>	<b>Processing Time 45 Minutes</b>
<b>5 Volume Deposit Only</b>	<b>10 Volume Ideal to Darken or Maintain the Same Natural Base level</b> Up to 1 level of lift	<b>20 Volume Ideal for Grey coverage &amp; Coloring and Lightening</b> Up to 1 1/2 - 2 levels of lift	<b>30 Volume Ideal for Coloring and Lightening</b> Up to 2-3 levels of lift	<b>40 Volume Ideal for coloring and lightening</b> In addition it is the specific emulsion to be combined with Ultra Blond nuances Up to 3-4 levels of lift
<b>Basic Standard Formulation:</b>				
<b>Warm Results on Natural Hair or Grey Coverage</b> Use Natural Series Example: Desire Level 6 Use 5 + 20 Vol	<b>Neutral Results on: Natural Hair, Coarse &amp; Resistant Hair or Grey Coverage</b> Use Intense Naturals Example: Desire Level 6 Use 5,00 + 20 Vol	<b>Grey Coverage + Fashion Shade</b> Add Natural or Intense Naturals to your formula 30% - 50% Grey Add: 1/4 of Natural or ,00 50% - 100% Grey Add: 1/2 of Natural or ,00	<b>Grey Coverage + Fashion Shade</b> 30% -50% Grey Hair Add: 1/4 of Natural or ,00 Example: Mix: 8 g Natural, or ,00 + 22 g Fashion Shade = 30 g	<b>Grey Coverage + Fashion Shade</b> 50% - 100% Grey Hair Add: 1/2 of Natural or ,00 Example: Mix: 15 g Natural, or ,00 + 15 g Fashion Shade = 30 g

# NO INHIBITION MULTICOLOR USER GUIDELINES



DON'T BE SATISFIED WITH JUST COLORING  
YOUR HAIR.  
MAKE SURE THAT IT LOOKS YOUNG TOO.




# milk\_shake® PRO


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