

milk_shake[®] **PRO**

MAGAZINE

91 | JANUARY - FEBRUARY 22

NEW!

leave in conditioner
JUMBO size

RETAIL SUCCESS

with our bestsellers

SWEET IDEAS

for Valentines Day

BLOOM

hair fashion collection

FRESH START

hair color try me kits

New year comes with exciting news and changes for z.one concept™ North America and your beloved **milk_shake®** brand.

This past year has been amazing for z.one concept™ in both US and Canada. Our milk_shake brand continues to be the main driver behind our extraordinary results. Between all of our successful retail products, colors, and lighteners milk_shake's revenues/profits (whichever one it is) grew by an amazing 40% in 2021.

In the coming year, we plan to use this momentum to evolve our company presence. We are planning to place milk_shake front and center in order to better communicate our values and vision for the future. We aim to strengthen and promote our brand recognition in the marketplace, in addition to supporting consumer awareness and loyalty.

Starting with 2022 our magazine 'Beauty z.one' will be changing its name to milk_shake PRO magazine. We are looking forward to continuing to support our stylists, while promoting brand awareness. The contents of the magazine will stay the same, it will continue to communicate our bi-monthly promotions as well as new product launches and education calendar.

In addition, our professional social media channels will also undergo a name change from **@zoneconceptnorthamerica** to **@milkshakehairPRO** on Facebook, Instagram, and YouTube. Make sure you follow us for new product announcements, education news, behind the scenes insights, and exciting contests and giveaways for our salon professionals.

We want to sincerely thank you for all your business and support, and we look forward to continuing to offer you new products and promotions that will help grow your business.

Your milk_shake PRO team

Cheers to a successful 2022!

What's happening on insta

@milkshakehairPRO



@bouncehairstudio



@normamurphy9307



@coloredbyliz



@ginadangelohair

CONNECT WITH US

 z-oneconceptusa.com

 milkshake hair PRO

 @milkshakehairPRO

 @milkshakehairPRO

Your most loved milk_shake products of 2021

Whether you're new to milk_shake or our biggest fan, these best-seller promos feature our most loved products of 2021.

milk_shake
MUST-HAVES set
\$49.00 Salon / Value \$66.00

SAVE
26%

- 1 leave In conditioner 11.8 oz
- 1 silver shine shampoo 10.1 oz
- 1 incredible milk 5.1 oz
- 1 color maintainer shampoo 10.1 oz
- 1 color maintainer conditioner 10.1 oz
- 1 whipped cream 6.8 oz
- 1 milk_shake box
- 1 milk_shake sustainability brochure
- 1 milk_shake product brochure

milk_shake TOP 10
\$99.00 / Salon Value \$143.00

SAVE
31%

- 1 leave In conditioner 11.8 oz
- 1 silver shine shampoo 10.1 oz
- 1 incredible milk 5.1 oz
- 1 color maintainer shampoo 10.1 oz
- 1 color maintainer conditioner 10.1 oz
- 1 whipped cream 6.8 oz
- 1 moisture plus conditioner 8.4 oz
- 1 silver shine conditioner 8.4 oz
- 1 moisture plus shampoo 10.1 oz

- FREE products**
- 1 lifestyling amazing 6.8 oz
 - 1 color maintainer shampoo 33.8 oz
 - 1 milk_shake sustainability brochure
 - 1 milk_shake product brochure



1 of these milk_shake favorites is sold every minute around the world



1. leave in conditioner

2. silver shine shampoo

3. incredible milk

4. color maintainer shampoo

5. color maintainer conditioner

6. whipped cream

7. moisture plus conditioner

8. silver shine conditioner

9. moisture plus shampoo

10. lifestyling amazing



NEW SIZE!

Our best-selling leave in conditioner in a new **JUMBO size 16.9 oz**

What does it do?

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

Who is it for?

Works great on any hair type, it detangles, moisturizes and leaves your hair smelling divine. When combined with any of the milk_shake leave-in conditioner will protect your color from fading.



SALON PRICE
\$14.50
 Retail price
 \$29.00

Leave In Conditioner JUMBO 3+1

\$43.50 / Salon Value \$58.00

- 3 leave In conditioner 16.9 oz
- FREE products**
- 1 leave In conditioner 16.9 oz

SAVE
25%

LITER SALE

SAVE
35%

Choose from:

- color maintainer shampoo 33.8 oz
- color maintainer conditioner 33.8 oz
- leave in conditioner 33.8 oz
- daily frequent shampoo 33.8 oz
- daily frequent conditioner 33.8 oz
- volume solution shampoo 33.8 oz
- volume solution conditioner 33.8 oz

- silver shampoo 33.8 oz
- silver shine light shampoo 33.8 oz
- moisture plus shampoo 33.8 oz
- integrity nourishing shampoo 33.8 oz
- integrity nourishing conditioner 33.8 oz

\$16.90 / Reg. \$26.00

\$16.25 / Reg. \$25.00

- moisture plus conditioner 33.8 oz
- silver shine conditioner 33.8 oz

\$19.50 / Reg. \$30.00



WAVES, RINGLETS, OR NATURAL CURLS

with the right treatment and nourishment curls will always be dreamy.

Heat, humidity, and over-styling can all create frizz and takeaway from the natural beauty of textured hair. Curls and waves require gentle care and an extra dose of hydration to look their best.

The **milk_shake®** curl passion products contain precious oils from the Amazon rainforest that envelop each single curl, giving curls softness and bouncy elasticity.



ORGANIC PRACAXI OIL

- / a plant-based detangling ingredient, it improves the manageability of the hair, whether its damp or dry
- / it enhances shine, counteracting frizz, giving hair a silky soft feel



ORGANIC BABASSU OIL

- / a precious oil that is highly compatible with the hair fiber
- / it restores the lipidic components of hair, repairing the damaged areas of the hair
- / it protects fragile hair, reducing breakage and preventing split ends



SAVE
32%

Curl Passion trio

\$72.00 / Salon Value \$106.50

- 3 curl passion shampoo 10.1 oz
- 3 curl passion conditioner 10.1 oz
- FREE products**
- 3 curl passion leave in 10.1 oz

milk_shake® WOODEN EXPO

is the perfect opportunity to increase retail business in your salon.

Leverage all of its potential:

- _ showcase new products
- _ highlight promotions
- _ feature a particular range that you want to promote
- _ dedicate an exclusive space to the products your clients love most

WOODEN EXPO IS YOUR RETAIL SUPPORT

Minimal design enhances all products and amplifies retail potential.

Top Sellers + Wooden Expo

\$559.00 / Salon Value \$892.50

SAVE
37%

- 3 silver shine shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz
- 3 silver shine whipped cream 6.8 oz
- 3 moisture plus shampoo 10.1 oz
- 3 moisture plus conditioner 8.4 oz
- 3 moisture plus whipped cream 6.8 oz
- 3 color maintainer shampoo 10.1 oz
- 3 color maintainer conditioner 10.1 oz
- 3 deep color maintainer balm 5.9 oz
- 3 integrity nourishing shampoo 10.1 oz
- 3 integrity nourishing conditioner 10.1 oz
- 3 integrity intensive treatment 6.8 oz
- 2 lifestyling amazing 6.8 oz
- 2 lifestyling strong hold spray 16.8 oz
- 2 lifestyling shaping foam 8.4 oz
- 2 lifestyling thermo protector 6.8 oz
- 2 lifestyling curl perfectionist 5.1 oz
- 2 lifestyling smoothing cream 5.1 oz

FREE products

- 6 leave in conditioner limited edition 11.8 oz
- 6 whipped cream limited edition 6.8 oz
- 6 incredible milk limited edition 5.1 oz

FREE marketing

- 1 wooden floor expo
- 1 milk_shake OPEN/CLOSED sign
- 1 shop local easel card
- 1 shop local mirror decal
- 12 client retail suggestion cards
- 1 milk_shake product brochure



FREE products



FREE marketing



Measurements:
18"X14"X71"
Natural
Pine Material
Lean on the wall
or be free-standing



3 SUPPORT STRATEGIES

for Increasing Salon Retail Sales

Owners and stylists alike are always on the lookout for new ideas to increase salon retail sales. From interactive displays to innovative sampling techniques, these strategies will give your salon a competitive edge when it comes to retail sales.

Tip #1 Visual Merchandising

Strong visual displays are a part of any successful guest-oriented merchandise set up. milk_shake has an array of marketing pieces for salons to enhance their product display. Using a combination of visuals in different areas of the salon can help to guide a potential buyer to their perfect product.

milk_shake supports this approach by providing shelving units, tent cards with catchy verbiage, posters and more. These tools are designed to bring brand awareness to the consumer to increase retail revenue in the salon. By reinforcing brand knowledge during services, guests will know to return to the salon to purchase all their hair care needs.

Tip #2 Product Sampling

According to a poll conducted by the United States Postal Service, eighty-one percent of consumers said they would try a product after receiving a sample. Moreover, sixty-one percent of brands polled said that sampling a product is the most effective way to get a consumer to try a brand. milk_shake offers a wide variety of samples from their numerous product ranges.

Tip #3 Product Education

Our unique approach to product education aims to develop skills needed to effectively prescribe the appropriate products for each client's unique needs. This not only increases immediate retail sales, it also encourages future, repeat purchases. In order to support our stylists, we offer a wide range of education through social media, webinars, and other digital avenues. A calendar of these offerings is also found in the bi-monthly promotional magazine and on our brand's social media pages.

Z.one concept is a company that is invested in supporting our salon owners and stylists in increasing retail sales. From our eye-catching, consumer friendly branding, to providing unique support tools and strategies for salon sales development. By using these tips, your salon will not only increase retail sales; you will nurture the most important thing between a salon and its clients—loyalty.

SWEET IDEAS for

Valentines day



milk_shake CANDLES*
\$54.00 / Salon Value 72.00

SAVE
 25%

- 3 milk_shake heart candle
- 3 milk_shake soul candle

RETAIL PRICE **\$18.00**
~~\$24.00~~



Color Care minis
\$48.00 / Salon Value \$78.00

SAVE
 38%

- 6 color maintainer shampoo 1.7 oz
- 6 color maintainer conditioner 1.7 oz

FREE products

- 6 leave in conditioner 2.5 oz
- 1 Valentines hearts kit of 2

RETAIL PRICE **\$16.00**
~~\$26.00~~



Color Whipped
 Cream 1+1

SAVE
 50%

\$48.00 / Salon Value \$96.00

- 6 color whipped cream 3.4 oz

FREE products

- 6 color whipped cream 3.4 oz

RETAIL PRICE **2 FOR \$16.00**
~~\$32.00~~



Lifestyling Top 5

1.

lifestyling amazing



2.

dry shampoo



3.

strong hold hairspray



4.

curl perfectionist



5.

thermo protector



Lifestyling Amazing mini

New size!

SAVE 24%

\$45.00 / Salon Value \$59.00

9 lifestyling amazing 1.7 oz

FREE products

1 lifestyling amazing 6.8 oz



Strong Hold Hairspray 3+1

\$36.00 / Salon Value \$48.00

3 lifestyling strong hold spray 16.8 oz

FREE products

1 lifestyling strong hold spray 16.8 oz



Curl Perfectionist 3+1

\$33.00 / Salon Value \$44.00

3 lifestyling curl perfectionist 5.1 oz

FREE products

1 lifestyling curl perfectionist 5.1 oz



★★★★★

by Sarah



"I absolutely loved this product! My hair was so easy to blow-dry, and my blowout lasted for days! Normally my hair is frizzy or limp at the roots, with the AMAZING product my hair stayed perfectly straight! I would highly recommend this product!"

Thermo Protector 3+1

\$36.00 / Salon Value \$48.00

3 lifestyling Thermo Protector 6.8 oz

FREE products

1 lifestyling Thermo Protector 6.8 oz





Creative Permanent Color

\$39.00 / Salon Value \$56.50

- 5 creative permanent color 3.4 oz
- 1 oxidizing emulsion 33.8 oz
- 1 brochure
- 1 paper swatch chart
- 1 technical book

SUGGESTED SHADES:
5.0, 4.31, 6.66, 7.43, 8.11+ 20 Vol

Conditioning permanent color with high quality pigments, perfect grey coverage for vibrant results and healthy hair.

NEW YEAR NEW HAIR COLOR

Looking to invest in a new color line?
We cover all your coloring needs.

Smoothies Semi Permanent Color

\$39.00 / Salon Value \$60.50

- 6 milk shake smoothies semi permanent 3.4 oz
- 1 activating emulsion 33.8 oz
- 1 technical book
- 1 paper swatch chart

SUGGESTED SHADES:
5N, 6.66, 7N, 7.43, 9.1, 10.117 + Activating Emulsion

Conditioning semi-permanent color with gentle, ammonia free formula. Covers up to 75% grey and leaves hair shiny.



No Inhibition Multicolor

\$24.50 / Salon Value \$34.00

- 5 no inhibition multicolor 3.4 oz
- 1 no inhibition oxidizing emulsion 33.8 oz
- 1 paper swatch chart
- 1 multicolor brochure

SUGGESTED SHADES:
5 / 6.00 / 5.22 / 6.66 / 7.31 / 20 VOL

Rich permanent color cream with luminous results and rejuvenating effect on hair.



9 Minutes Color

\$39.00 / Salon Value \$55.50

- 5 9 minutes color 3.4 oz
- 1 milk_shake oxidizing emulsion 33.8 oz
- 1 9 minutes color paper chart
- 1 9 minutes color technical book

SUGGESTED SHADES:
4.0, 6.0, 5.14, 6.35, 7.6, + 10 Vol

Quick conditioning permanent color with advanced technology to guarantee the same results as a regular permanent color with reduced processing time.

The Gloss Try Me Kit

\$29.50 / Salon Value \$37.40

- 5 The Gloss demi permanent color 2.03 fl oz
- 1 The Gloss activator 33.5 fl oz
- 1 The Gloss paper swatch chart
- 1 The Gloss technical book



An oil-based, ammonia-free, acidic pH demi coloring treatment that guarantees amazing color tones without lightening or modifying the hair's structure.

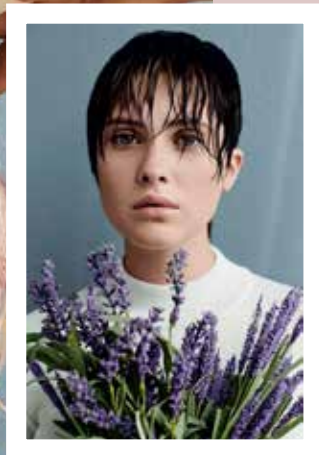
FIND OUR DIGITAL
SWATCH CHARTS HERE



Scan me

Bloom

COLLECTION



The inspiration...

The inner and outer, the whole and its parts, the enduring strength that comes from infinite, intricate details coming together to create a breath-taking form. The beauty of the feminine and the beauty of nature are one and the same.

From the soft pinks and oranges of the sunrise to the deep red-browns of the earth and the cool flinty glitterings of precious stones. All of these inspirations are reflected in this latest celebration of beauty, naturally.

Let beauty blossom.



Get *Bloom* COLLECTION **Book FREE***
+ Digital Access Code for technique videos
3 coloring techniques
+ 3 cutting techniques

* when purchasing
18 tubes of Creative Permanent Color,
9 Minutes Color and Smoothies (mix and match)



milk shake®

YOUR HAIR
COCKTAIL

Do your guests want to try the latest hair color trends but are afraid of commitment? Or their hair color has faded but no time for a color appointment? Now you can offer milk_shake Direct Color cocktail. It's **a treatment that deposits vibrant color** for the perfect color refresh service. This color treatment is available in **20 inter-mixable shades** and fuses milk_shake's conditioning whipped cream with your chosen direct colors shade.

The cherry on top? All direct color shades have luscious fruit and chocolate scents. When combined with the warm, sweet milk fragrance of milk_shake whipped cream, you get all of the indulgence with none of the guilt!

How it works:

Apply to clean damp hair, process for 10 minutes, rinse well, blow-dry and you are ready to go. End result is healthy hair with delicious scent and shiny color.



Color Cocktails

\$60.00 / Reg. \$86.00

6 direct color 3.4 oz

FREE products

- 1 whipped cream 6.8 oz
- 1 glistening argan oil 1.7 oz
- 1 cocktail glass
- 1 cocktail stirrer
- 1 cocktails brochure



Education events

JANUARY



@milkshakehairPRO

Monday **January 10th**, 2022 12 Noon EST

9 minutes color – Mens Grey blending

“Increase your revenue, in just 9 minutes “

Artist: **Charlene Main**



Register in advance for this zoom

Tuesday **January 11th**, 2022, 8:00 pm EST

“Bloom” The milk_shake 2022 Collection

“Many different shapes & lengths, The Bloom collection is inclusive for all tastes during this period of social change. zoom as we share the looks and inspiration of the collection.

Artist: **Gerard Caruso & Brian Grieve**

milk_shake pro ACADEMY EVENT

Monday **January 24th**, 2022, 10am – 4pm

“Bloom Collection” Cut / Color Hands on

“A Blooming of a variety of lengths, from short too long, all of them sharing the same characteristics. The Colors of Nature reflected on the hair. Warm chocolate tones will dominate, with an introduction of caramel and Toffee tones”

Attendee investment: \$ 225.00 or 250 reward points, Mannequin, Lunch and Collection Book Included (Limited seating 20 stylist)

For ticket sales call 973-396-2654



FEBRUARY



@milkshakehairPRO

Monday **February 14th**, 2022, 12 Noon EST

Radiant Reds” with milk_shake color portfolio

A fiery red is only pigments away, formulations and more during this face book live.

Artist: **Andrea Huprich**



Register in advance for this zoom

Tuesday **February 15th**, 2022, 8:00 pm EST

“Increase your social media Presence”

Class Description: WHEN, WHERE HOW and WHY. This is the conversation we will share on this zoom.

Artist: **Liz Cook**

milk_shake pro ACADEMY EVENT

Monday **February 7th**, 2022, 10am – 3pm

Vibrant Reds & Brunettes / Hands on color class

Description: Do your Reds brown out? Brunettes not rich enough? Formulation is the key, during this 5-hour hands on course will share how to customize your formulas with confidence and ease in creating VIBRANT REDS and DECADENT BRUNETTES.

Attendee investment: \$ 225.00 or 250 reward points, Mannequin, Lunch and Collection Book Included (Limited seating 20 stylist)

For ticket sales call 973-396-2654

milkshake MINUTES

@milkshakehairPRO

NEW Instagram education format

Join us every other Monday for educational “milkshake minutes” in Instagram Reels format.

We will be sharing tips and tricks on cutting, coloring & styling.



Scan me



Salon Spotlight

There is something special about every salon. Whether it's a patented technique or unmatched level of expertise, even an eccentric decor style—every salon we've ever seen is as unique as the stylists in it. **Aura Salon** in Peoria Heights, IL is no exception. Run by a team of three women, this space **celebrates individual talent, diversity, and above all, community.**

All three owners worked for more than 10 years behind the chair before deciding to open a salon together. After only three and a half years in business, Aura Salon has just **surpassed \$100,000 in retail sales**—an incredible accomplishment that puts them at the very top of our list of **top-performing salons.**

SALON STATS:

- Owners: Sarah, Andrea & Alyssa
- Years in Business: 4
- Number of Stylists: 12
- Most popular service: color
- 2021 Highlights:
Expanded into a larger space, passed **\$100,000 in retail sales**



“No matter how successful we become, it will always be about the people”

■ What sets Aura apart from other salons in the area?

Honestly, I think your salon starts at the top. It's the three of us, it's what we want to give back, it's how we treat our stylists. It starts there, everything trickles down. We are very involved in the community, and I think that's how people know us and connect with us. Everyone feels really comfortable coming into our space.

■ What has been your most effective business-building strategy?

Honestly, it's our people. We take care of our people and they take care of us.

■ What made you decide to use/carry milk_shake products?

Andrea: I saw the brand online and started asking questions. Then I found my local distributors—Professional Salon Concepts in Joliet – it's about an hour and half north

of here, and I started making the trip once a week—because I wanted to know more! They made all of the difference. It was our sales rep who told me that I should be an educator for the company.

■ What is your favorite product to use on your own hair?

Alyssa: 12 Wonders leave-in

Andrea: Liquid Styler, it's just so versatile!

Sarah: Dry Shampoo

■ What are you most proud of, in terms of your business?

Alyssa: Just starting from where we were. We had this little tiny retail shelf and to see where we are now.. it's crazy. I am proud of that.

Andrea: I'm really proud of us, I am proud of the salon, I'm proud of what we've created, but just how we grew together to make this happen is really important.

Sarah: We've all three been through things in our life that have been hard. We've all three been in a situation to where someone has said to us, “you will not make it”. So the fact that we all three went our separate ways, and came back together to build this healthy relationship, makes me proud of us.



 @theauraexperience

NEW!

Updated Prices 2022

	size oz	salon price
milk shake		
color maintainer shampoo	1.7	4.00
color maintainer shampoo	3.4	6.00
color maintainer shampoo	10.1	10.00
color maintainer shampoo	33.8	25.00
color maintainer conditioner	1.7	4.00
color maintainer conditioner	3.4	6.00
color maintainer conditioner	10.1	10.00
color maintainer conditioner	33.8	25.00
leave in conditioner	3.4	6.00
leave in conditioner	11.8	11.00
leave in conditioner	16.9 oz	14.50
leave in conditioner	33.8	25.00
incredible milk	1.7	6.00
incredible milk	5.1	12.00
daily frequent shampoo	10.1	10.00
daily frequent shampoo	33.8	25.00
daily frequent conditioner	10.1	10.00
daily frequent conditioner	33.8	25.00
deep cleansing shampoo	10.1	10.00
deep cleansing shampoo	33.8	25.00
whipped cream	3.4	6.00
whipped cream	6.8	11.00
deep color maintainer balm	5.9	11.00
deep color maintainer balm	16.8	25.00
milk shake masks		
active milk mask	8.4	11.00
active milk mask	16.8	21.50
active yogurt mask	8.4	11.00
active yogurt mask	16.8	21.50
milk shake no frizz		
glistening milk	4.2	12.00
glistening serum	3.4	14.00
glistening argan oil	0.34	4.00
glistening argan oil	1.7	15.00
glistening argan oil	8.4	35.00
milk shake volume solution		
volume solution shampoo	10.1	10.00
volume solution shampoo	33.8	25.00
volume solution conditioner	10.1	10.00
volume solution conditioner	33.8	25.00
volume solution styling	5.9	12.50
milk shake curl passion		
curl passion shampoo	10.1	11.50
curl passion shampoo	33.8	26.00
curl passion conditioner	10.1	12.50
curl passion conditioner	33.8	30.00
curl passion leave in	10.1	11.50
milk shake moisture plus		
moisture plus shampoo	3.4	7.00
moisture plus shampoo	10.1	12.00
moisture plus shampoo	33.8	26.00
moisture plus conditioner	3.4	7.00
moisture plus conditioner	8.4	13.00
moisture plus conditioner	33.8	30.00
moisture plus whipped cream	3.4	7.00
moisture plus whipped cream	6.8	11.50
moisture plus hydrating lotion	6 X 0.4	15.00
milk shake silver shine		
silver shine shampoo	3.4	7.00
silver shine shampoo	10.1	12.00
silver shine shampoo	33.8	26.00
silver shine light shampoo	10.1	12.00
silver shine light shampoo	33.8	26.00
silver shine whipped cream	6.8	12.00
silver shine conditioner	3.4	7.00
silver shine conditioner	8.4	13.00
silver shine conditioner	33.8	30.00
milk shake sensorial mint		
sensorial mint shampoo	10.1	10.00
sensorial mint shampoo	33.8	25.00
sensorial mint conditioner	10.1	10.00
sensorial mint conditioner	33.8	25.00

	size oz	salon price
milk shake sweet camomile		
sweet camomile shampoo	10.1	10.00
sweet camomile shampoo	33.8	25.00
sweet camomile conditioner	10.1	10.00
sweet camomile conditioner	33.8	25.00
sweet camomile leave in	5.1	10.00
milk shake scalp care		
energizing blend shampoo	10.1	12.50
energizing blend shampoo	33.8	26.00
energizing blend conditioner	10.1	12.50
energizing blend conditioner	33.8	26.00
energizing blend treatment	4 x 0.4	24.00
energizing blend treatment	1.1	16.00
purifying blend shampoo	10.1	12.50
purifying blend shampoo	33.8	26.00
normalizing blend shampoo	10.1	12.50
normalizing blend shampoo	33.8	26.00
milk shake integrity system		
integrity nourishing shampoo	3.4	7.00
integrity nourishing shampoo	10.1	12.50
integrity nourishing shampoo	33.8	26.00
integrity nourishing conditioner	3.4	7.00
integrity nourishing conditioner	10.1	12.50
integrity nourishing conditioner	33.8	26.00
integrity intensive treatment	3.4	7.00
integrity intensive treatment	6.8	12.50
integrity intensive treatment	16.8	22.50
integrity repairing hair lotion	8 x 0.4	19.00
integrity muru muru butter	6.8	20.00
integrity incredible oil	1.7	19.00
integrity incredible oil	3.4	35.00
integrity rebuild	16.8	49.00
integrity fiber sealant	16.8	39.00
integrity leave in	8.4	13.00
K respect		
k-respect treatment	8.4	79.00
repairing shampoo	25	22.00
smoothing shampoo	8.4	12.00
smoothing shampoo	25	22.00
smoothing conditioner	8.4	12.00
smoothing conditioner	25	22.00
smoothing maintainer mist	5.1	18.00
dispenser	8.4	5.00
dispenser	25	7.00
milk shake color refresh		
SOS roots	2.5	12.50
color whipped cream	3.4	8.00
milk shake lifestyling		
extra strong hold hairspray	9.15	11.00
strong hold hairspray	3.4	6.00
strong hold hairspray	16.8	12.00
medium hold hairspray	3.4	6.00
medium hold hairspray	16.8	12.00
strong eco hairspray	8.4	14.00
dry shampoo	1.6	7.00
dry shampoo	4.75	11.00
smoothing cream	5.1	11.00
liquid styler	8.4	11.00
styling potion	5.9	12.00
texturizing spritz	5.9	11.00
shaping foam	8.4	12.00
texturizing cream	3.4	12.00
freehand paste	3.4	12.00
design wax	3.4	12.00
thermo protector	6.8	12.00
curl perfectionist	5.1	11.00
let it shine	6.8	12.00
braid grease	3.4	12.00
braid cream	3.4	12.00
braid lotion	5.1	12.00
lifestyling curl shaper	6.8	14.00
lifestyling fixing paste	3.4	13.00
lifestyling powder pop	0.18	14.00
lifestyling blow-dry primer	6.8	12.00
lifestyling medium hold gel	6.8	12.00
lifestyling amazing	1.7	5.00
lifestyling amazing	6.8	14.00
lifestyling amazing curls & waves	6.8	12.00

	size oz	salon price
milk shake illuminate		
illuminate lightening oil	10.1	29.00
illuminate quick light	6.8	22.00
illuminate pure pigment	3.4	19.00
milk shake direct color		
conditioning direct color	3.4	10.00
milk shake permanent color		
creative permanent color	3.4	8.00
9 minute color	3.4	8.00
oxidizing emulsion	33.8	8.50
milk shake smoothies semi permanent color		
smoothies	3.4	7.50
activating emulsion	33.8	8.50
intensive activating emulsion	33.8	8.50
light activating emulsion	33.8	8.50
milk shake the gloss demi permanent color		
the gloss	2.03	5.90
the gloss neutral	8.4	11.90
the gloss activator	33.5	7.90
milk shake color specifics		
acid color sealer	6.8	10.50
color sealing conditioner	33.8	26.00
color sealing shampoo	33.8	26.00
instant remover	8.4	7.00
pro color equalizer	8.4	10.50
powerful protector	8.4	18.00
color split	3.4	28.00
booster system		
safe lightener complex	48 x 0.17	79.00
decologic		
total roots lightener	7.0	17.00
total roots lightener	1.76	6.00
tone controller	2.0	6.00
blue lightening powder	35.27	39.00
blue lightening powder	70.55	69.00
blue lightening powder	2.82	6.00
lightening powder	17.64	22.00
lightening powder	2.82	6.00
level 9	17.64	25.00
level 9	2.82	6.00
Level 9 REFILL	70.55	79.00
clay balayage lightener	14.11	25.00
clay balayage lightener	2.82	6.00
black lightening cream	7.0	24.00
NO INHIBITION styling		
smoothing cream	6.7	11.00
curl definer	5.1	11.00
fluid gloss	1.7	12.00
volumizing & styling foam	8.4	12.00
texturizing & volumizing foam	8.4	11.00
glaze	7.6	11.00
styling gel	7.6	11.00
wet hard gel	6.7	11.00
modeling wax	1.7	11.00
moulding mudd	2.5	11.00
sticky paste	2.5	11.00
defining & shining wax	2.5	11.00
volumizer hairspray	13.5	10.00
12 wonders	4.7	11.00
silkening milk	4.7	11.00
matte volumizing powder	0.18	10.00
sea salt spray	8.4	11.00
body booster	8.4	11.00
strong hold gel	6.8	12.00
NO INHIBITION multicolor		
multicolor permanent color	3.4	4.90
oxidizing emulsion	33.8	6.50

milk shake[®]

leave in conditioner

SPRAY COMB LOVE

Beautiful hair doesn't have to be complicated. Let **milk shake's leave in conditioner** do the work for you. With nourishing milk proteins and fruit extracts for revitalization and improved shine, vitamin E and **Integrity 41*** for softness and color protection, it does all of the heavy lifting. Leaving you with healthy, gorgeous hair and a sweet, vanilla scent that lingers. All you have to do is spray, comb through and fall in love.



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