



milk
shake[®]
9 minutes

The coloring service is by far the service that most creates customer loyalty and represents the highest percentage of income for hairdressers.

When we talk about colour, the variables we encounter every day in salons differ.

We have thought of two main types that surely represent the majority of clients who colour their hair:

COLOUR CLIENT

(every 40 days they require regrowth touch up)

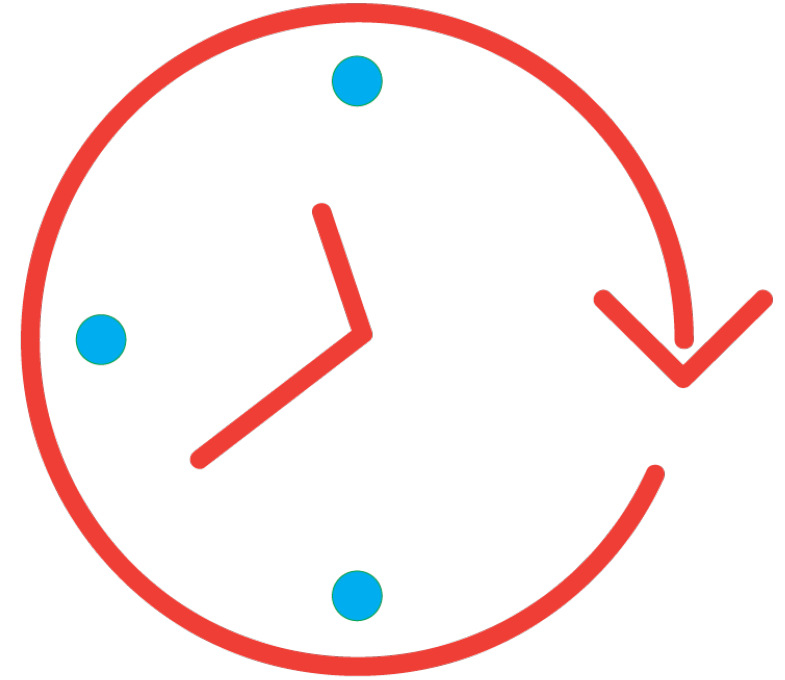
COLOUR CLIENT + LIGHTENING

(lightening 3-4 times a year – every 40 days regrowth touch up)



(the average) TIMING OF IN-SALON SERVICES

Cut:	from 15' to 30'
Blow-dry:	from 15' to 30'
Colour: (application – processing - sh.+cond.)	from 55' to 70'
lightening: (application – processing - sh.+cond.)	from 65' to 95'



The colouring service contains different phases with different working times.

- Some of these are fixed; the time to develop the product
- Others are variable; depend on the length of the hair

TIME-SAVING SERVICES



Time is Money



Classic colour

milk_shake® 9 minutes

COLOUR APPLICATION: 10'
PROCESSING: 30' to 45'
RINSE AND TREATMENT 10' to 15'
BLOW-DRY 15' to 30'

TOTAL: 65' to 100'

COLOUR APPLICATION: 10'
PROCESSING: 9'
RINSE AND TREATMENT: 10' to 15'
BLOW-DRY 15' to 30'

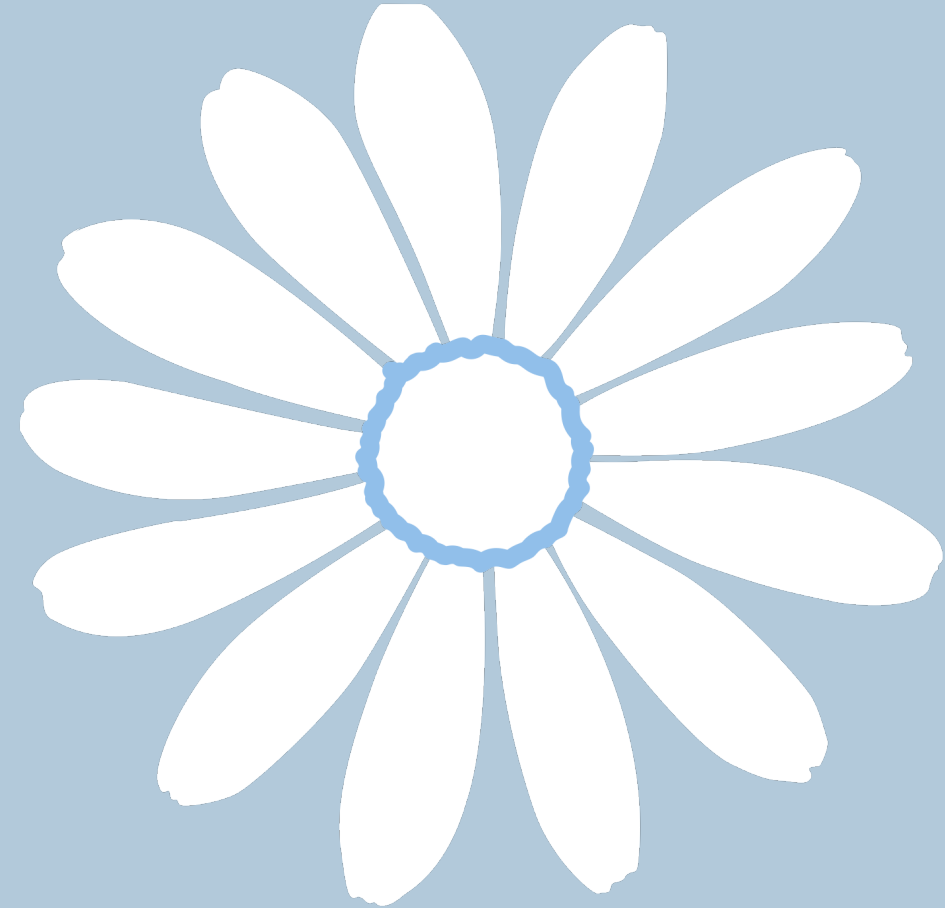
TOTAL: 44' to 64'

z.one concept has thought of a colouring product that can be of great help in this unpredictable historical time, that in the future can cover those clients who want to spend less time in the salon



**LET'S GET TO KNOW
IT BETTER**

**milk
shake[®]**
9 minutes





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

GUARANTEED OBJECTIVES

- MAXIMUM coverage
- MAXIMUM duration
- MAXIMUM shine
- MAXIMUM colour tones





- ❖ the first permanent hair colour on the market that works in just 9 minutes
- ❖ its technology guarantees the same results as a permanent colour, with reduced time
- ❖ Ideal for regrowth touch up
- ❖ maximum grey coverage
- ❖ maximum colour tones
- ❖ 36 mixable shades
- ❖ conditioning base that guarantees protection for hair

**THE FIRST PERMANENT HAIR
COLOUR ON THE MARKET
THAT WORKS IN JUST 9
MINUTES**

**milk
shake[®]**
9 minutes
value your time





What makes it so special?

milk_shake® 9 minutes contains a greater quantity of pigments within the formula which are balanced to obtain results in just 9 minutes.

Furthermore, the development process is so quick because of the lower anti-oxidizer content, which guarantees quicker oxidation.

ABSOLUTE SYNERGY WITH ALL THE OTHER COLOURS

z.one concept™



**milk
shake**[®]
creative

**milk
shake**[®]
smoothies

**milk
shake**[®]
9 minutes

**milk
shake**[®]
colour
whipped
cream

**milk
shake**[®]
delicate

milk_shake[®]
CONDITIONING
DIRECT COLOUR



Ideal for regrowth touch up

The «long» processing times for colour depend on the compulsory development time of a colour, which is applied to regrowth to cover greys or to lift natural colour.

milk_shake® 9 minutes is perfect for application over the natural areas of the hair, but can also be useful as a «toner» for lengths, when 2-3 levels need to be recuperated *

* This will be seen in the APPLICATION part

**AMAZING
PERFORMANCE FOR
COVERAGE AND
COLOUR TONES**





Maximum colour tones

milk_shake® 9 minutes has rich colour tones.

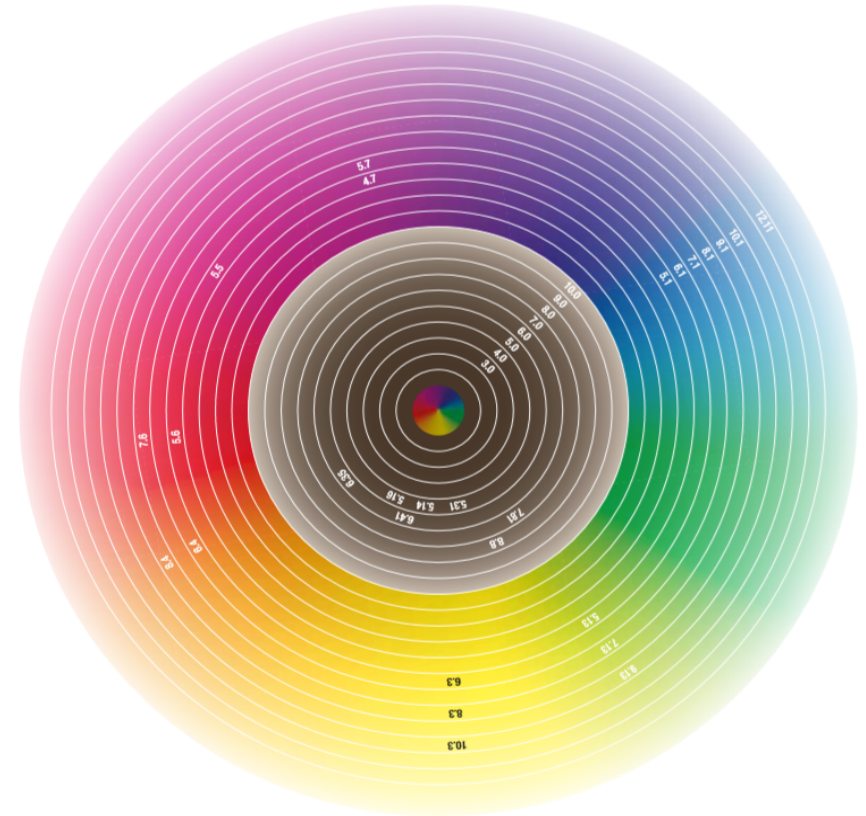
Contrary to colour that uses this technology, **milk_shake® 9 minutes**, if used correctly and respecting processing times and in synergy with other colours from the milk_shake® range, it guarantees shiny colour that is true to the chart and tonal series.



Maximum coverage

milk_shake® 9 minutes has 11 tonal series

As for any other oxidised colour, the tonal series which is best suited to grey coverage is the Natural series.



Tonal series



SERIES	NUMBER CODE	LETTER CODE
MORE NATURAL	.0	NN
ASH	.1 - .11	A - AA
BEIGE	.13	AG
GOLDEN	.3	G
COPPER	.4	C
MAHOGANY	.5	M
RED	.6	R
VIOLET	.7	V
MOKA	.8 - .81	B - BA
CHOCOLATE	.31 - .14 - .16 - .41	GA - AC - AR - CA
COFFEE	.35	GM



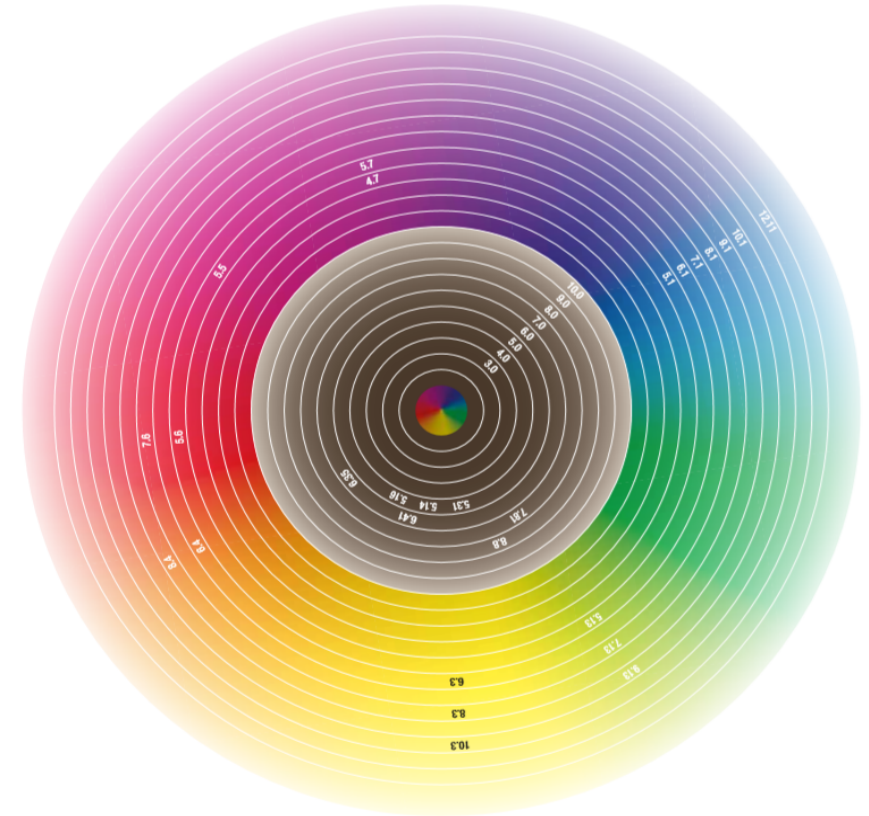
Maximum grey coverage

milk_shake® 9 minutes has 11 tonal series

REMEMBER

For maximum grey coverage, the shades from the fashion series must always be mixed with more natural shades.

The Chocolate, Moka and Coffee nuances all have adequate coverage. To increase intensity and coverage of resistant grey hair, it may require to add the more natural series.



**MINIMUM
INVESTMENT**

**MAXIMUM
RETURN**





36 mixable shades

The **milk_shake**® 9 minutes colour chart was created to guarantee the presence of the main shades and tones necessary.

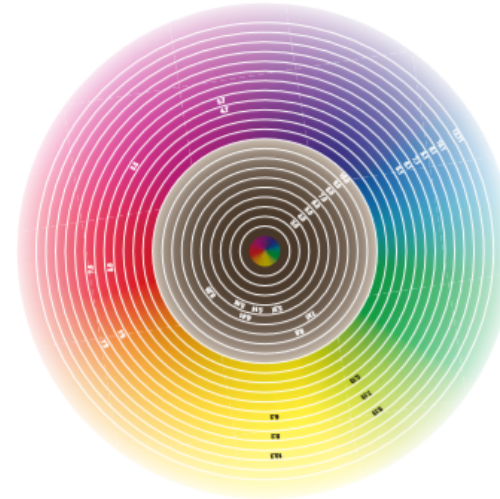
The choice of having a reduced number of shades was guaranteed by the perfect balance between the different levels within the chart, which, through simple and logical shades mixes, allow to create intermediate shades and combined tonal series, which create a colour chart containing:

36 shades + 24 mixes

TOTAL 60 COLOURS



newton's disk



LEGENDA

.01 = NATURAL	.31 = GOLD	.61 = RED
.11 = ASH	.41 = COPPER	.71 = VIOLET
.33 = BEIGE	.51 = MAHOGANY	.81 = BROWN

• also available with shade 10.10 CLEAR
 • also available with shade 0.00 CLEAR

24 MIXES

Beige	6.13	1/2 5.13 + 1/2 7.13
Beige	8.13	1/2 7.13 + 1/2 9.13
Beige	10.13	3/4 9.13 + 1/4 CLEAR
Golden	7.3	1/2 6.3 + 1/2 8.3
Golden	9.3	1/2 8.3 + 1/2 10.3
Golden Copper	8.34	3/4 8.3 + 1/4 8.4
Golden Copper	9.34	3/4 10.3 + 1/4 8.4
Golden Copper	6.43	1/2 6.4 + 1/2 6.3
Golden Copper	7.43	1/2 8.4 + 1/2 6.3
Golden Copper	8.43	1/2 8.4 + 1/2 8.3
Copper	7.4	1/2 6.4 + 1/2 8.4
Copper	9.4	1/2 8.4 + 1/2 CLEAR
Mahogany copper	6.54	3/4 6.4 + 1/4 5.5
Mahogany copper	5.56	1/2 5.5 + 1/2 5.6
Mahogany copper	6.56	1/2 5.5 + 1/2 7.6
Red	6.6	1/2 5.6 + 1/2 7.6
Red	6.61	3/4 5.5 + 1/4 6.1
Red violet	5.67	3/4 5.6 + 1/4 4.7
Chocolate	4.14	3/4 5.14 + 1/4 4.0
Chocolate	4.16	3/4 5.16 + 1/4 4.0
Chocolate	4.31	3/4 5.31 + 1/4 4.0
Chocolate	6.31	3/4 5.31 + 1/4 CLEAR
Coffee	7.35	3/4 6.35 + 1/4 CLEAR
Chocolate	7.41	3/4 6.41 + 1/4 CLEAR

milk shake®
9 minutes

quick conditioning permanent hair colour

z.one concept™

MAXIMUM CARE FOR SCALP AND HAIR





Conditioning base that guarantees healthy hair

The active ingredients within milk_shake® 9 minutes enrich the colour service with extra care for the condition of the hair.

BIO-FERMENTED DAISY EXTRACT: with an antioxidant action

NATURAL HONEY EXTRACT: with soothing and protective properties for the scalp and conditioning for the hair

AMINO ACID COMPLEX*: plant-based keratin with 18 amino acids from wheat and soy with an antioxidant and protective action

BLUEBERRY EXTRACT: with a soothing, hydrating and nourishing action





AN INNOVATIVE ACTIVE INGREDIENT

A NEW TECHNOLOGY HYPER-FERMENTATION

Hyper-fermentation drastically increases the efficiency of Phyto-complexes enhancing the development of new antioxidant systems (vitamins and glutathiones), proteins and amino acids.



Antioxidant Systems
(vitamins and glutathiones)

Amino acids

Proteins



THE PROCESS OF FERMENTATION RELEASES A SERIES OF BENEFICIAL SUBSTANCES FOR SCALP AND HAIR

increase in sugars that enrich the Phyto-complex

+28% of plant-based polyphenols with antioxidant properties

+15% antioxidant power

+176% amino acids and proteins that supplement the hair, restructuring it

+24% flavonoids with a strengthening action

**MIXING AND
PROCESSING TIME**

**milk
shake[®]**
9 minutes



milk_shake® 9 minutes conditioning permanent colour is mixed with milk_shake® oxidizing emulsion 10/20/30/40 vol. with a mixing ratio which will be chosen according to the used series:

REGULAR SERIES

The mixing ratio is 1 : 1

(e.g. 40 g milk_shake® 9 minutes conditioning permanent colour + 40 g milk_shake® oxidizing emulsion 10/20/30/40 vol.)

HIGH LIFTERS SERIES

The mixing ratio is 1 : 2

(e.g. 40 g milk_shake® 9 minutes conditioning permanent colour + 80 g milk_shake® oxidizing emulsion 40 vol.)

milk_shake® 9 minutes conditioning permanent colour is always mixed with milk_shake® oxidizing emulsion 10/20/30/40 vol. according to the desired lift level.



The synergy between milk_shake® oxidizing emulsion and milk_shake® 9 minutes creates the perfect blend for ideal viscosity to be applied to the regrowth area.

The concentration and balance of colourants and the reduced processing time gives **milk_shake®** 9 minutes conditioning permanent colour a slightly less potent lift compared to traditional colour.

These are our suggestions to optimize the choice between colour and developer:



**milk_shake® oxidizing emulsion 10
vol. 3%**

Combined with milk_shake® 9 minutes
for maximum pigment deposit.



milk_shake® oxidizing emulsion 20 vol. 6%
milk_shake® 9 minutes to maintain the same
natural base level, for grey coverage and lift
up to 1 level.



**milk_shake® oxidizing emulsion
30 vol. 9%**
milk_shake® 9 minutes to colour and lift
up to 2 levels. For grey coverage.

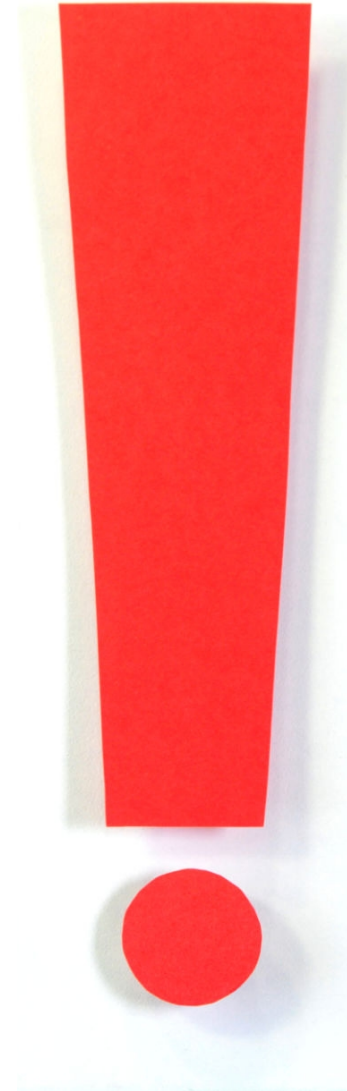


milk_shake® oxidizing emulsion 40 vol. 12%
milk_shake® 9 minutes to lift up to 3 levels.
It is the specific emulsion to be combined with
ultra blond shades.

Contrary to other classic colour, the chosen volumes do not affect the processing time which is always,

9 MINUTES for normal series

20 MINUTES for High Lifter series



APPLICATION

milk
shake[®]
9 minutes

As for all the other traditional colours, the intensity of the final result will be due to correct application.

For colour that requires such a rapid development for its colouring action, it's essential to think about:

APPLICATION TIME

AREA THAT REQUIRES APPLICATION

PROCESSING TIME

As for the application time, there are no particular warnings that are different from the application of a traditional colouring.

In any case, the time of application on the regrowth must possibly not exceed

10 minutes



Regrowth is the natural growth area of the hair at the scalp, between colour applications.

This area is natural and so absorbs less colour, whereas the colour-treated areas have cosmetic colour/ and can be porous. If the processing time is extended, **ANY OXIDISED COLOUR** could create colour blotches.



The 9 minutes processing time, (which always starts from the end of the application of colour on the regrowth), is an absolute advantage for time-saving in the salon.

Extending the processing time increases the colour saturation phase, which may intensify your final result.

REMEMBER

If you need to intensify the colour result, you can extend the processing time, but the advice is not to exceed 18 minutes



**HOW TO OPTIMIZE
COLOUR APPLICATION
WITH:**

**milk
shake[®]**
9 minutes

In colouring, there are many variables.

We chose the most likely that are experienced daily in the salon:

STONE RECUPERATION

When the client comes back to the salon they have normal regrowth, whereas lengths and ends has the same objective colour level
but has lost tone and shine

RECUPERATING 1 LEVEL

When the client goes back to the salon they have normal regrowth, whereas lengths and ends have lost maximum 1 level in tone.

RECUPERATING UP TO 2 LEVELS

When the client goes back to the salon they have normal regrowth, whereas lengths and ends have lost maximum 2 levels and tone.

RECUPERATING TONE

RECOMMENDED PROCEDURE:

- ❖ Prepare and apply milk_shake® 9 minutes on regrowth
- ❖ Process for 9 minutes
- ❖ Rinse
- ❖ Cleanse
- ❖ Apply milk_shake® direct colour or milk_shake® cocktail (direct colour + whipped cream)
- ❖ Rinse
- ❖ Condition
- ❖ style

**milk
shake**®
9 minutes

&

**milk
shake**®
colour
whipped
cream

milk_shake®
CONDITIONING
DIRECT COLOUR

N.B as an alternative to milk_shake® direct colour or milk_shake® cocktail, it's possible to use milk_shake® colour whipped cream that does not require rinsing and speeds up the colour service application even further.

RECUPERATING 1 LEVEL

RECOMMENDED PROCEDURE

- ❖ prepare two different blends at the same time: for regrowth, milk_shake® 9 minutes, whereas for the areas that have lost 1 level, prepare a blend of milk_shake® smoothies (alternatively milk_shake® creative colour) with corresponding tone and shade.
- ❖ Apply milk_shake® 9 minutes on regrowth and start the processing time
- ❖ Apply milk_shake® smoothies/creative colour over lightened areas and process for the remaining time **(you must have at least 5 minutes left)**
- ❖ Rinse
- ❖ Cleanse and condition
- ❖ style

milk_shake®
9 minutes

&

milk_shake®
smoothies

milk_shake®
creative

RECUPERATING 2/3 LEVELS

RECOMMENDED PROCEDURE

- ❖ prepare the milk_shake® 9 minutes blend for regrowth, lengths and ends
- ❖ Apply milk_shake® 9 minutes on regrowth and immediately on lengths and ends
- ❖ Process for 9 minutes
- ❖ Rinse
- ❖ Cleanse and condition
- ❖ style



ATTENTION

1. The mixture for the lengths must not contain the natural shade
2. Choose the suitable volumes to lighten (base) and to deposit (lengths)

**milk_shake® 9 minutes
CLEAR**





The Clear shade is a special colour that is in-fact colourless.

Clear can be used to de-saturate any shade and therefore create lighter levels that aren't in the colour chart.

Clear also has greater alkalinity compared to «regular» shades, so can be mixed with other colours to increase their lift strength.



CLEAR TO DE-SATURATE

Create a lighter level of a shade in the colour chart

Mix Clear up to 50% of the total quantity of the mix

natural colour 5 light brown

objective colour 7.41 (in the colour chart there's 6.41)

Colour formula: 1/2 milk_shake® 9 minutes 6.41 + 1/2* milk_shake® 9 minutes CLEAR + milk_shake® oxidizing emulsion 30 vol. (9%) – ratio 1 : 1

** maximum quantity*



CLEAR TO STRENGTHEN LIFT

When a coarse or resistant hair type requires lift

Mix Clear up to $\frac{1}{4}$ of the total quantity of mix

natural colour 4 brown (coarse resistant hair)
objective colour 7.0

colour formula: $\frac{3}{4}$ milk_shake® 9 minutes 7.1 + $\frac{1}{4}$ * CLEAR + milk_shake®
oxidizing emulsion 30 vol. (9%) – ratio 1 : 1

** maximum quantity*

market positioning for milk_shake® 9 minutes

milk
shake®
9 minutes



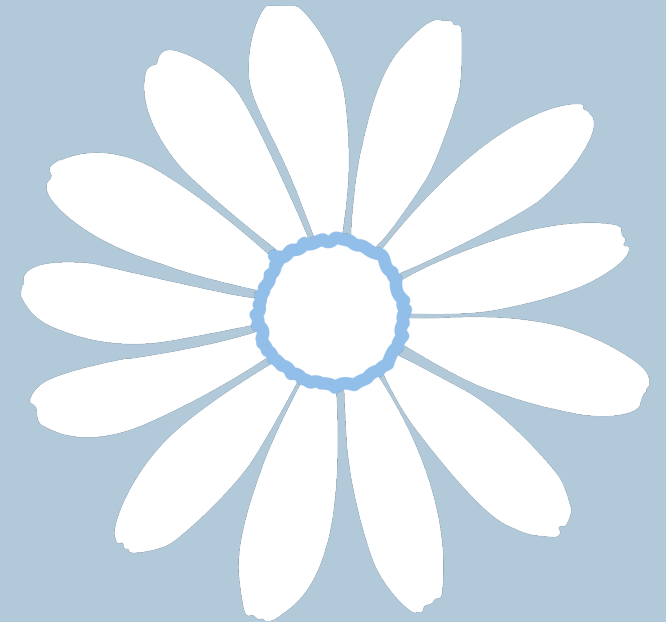
IDEAL for touch up service

IDEAL for clients without a booking

IDEAL for clients who want a quick service



**milk
shake**[®]
9 minutes





Thank You!



**milk
shake**[®]
9 minutes
value your time

z.one concept™