



**milk
shake[®]**

color specifics

tools for enhanced
color services.

**FULL SUPPORT THAT STARTS WITH PROTECTION
AND ENDS WITH LONGER LASTING RESULTS.**



**milk
shake®**

color specifics

TOOLS FOR ENHANCED COLOUR SERVICES

7 specific products

FROM **milk_shake**® RESEARCH

**TO COMPLETE THE COLOR SERVICE
TO GUARANTEE BETTER RESULTS AND TO INCREASE
THE DURATION OF HAIR COLOR
TO MAKE A NEATER PROFESSIONAL COLOR SERVICE
TO HAVE NO LIMITS IN COLOR AND TO ANSWER
EVERY CLIENT'S NEED FOR A HIGHLY
PROFESSIONAL AND UNIQUE COLOR SERVICE.**

Innovative **Biogenius Technology*** is a revolutionary discovery in hair health that enhances the beauty and lifespan of the color service. It is a patented molecular level technology that transforms active ingredients into extremely small particles allowing them to penetrate the hair more deeply, delivering enhanced, time released results.

BIOGENIUS'S TECHNOLOGY

acts in an intelligent and multifunctional way: on the cortex, between the cuticle scales and on the surface, ensuring a complete transformation of the hair from the inside out.

- active ingredients are able to strongly bind themselves to the hair fiber and form a protective and longlasting film around the hair keratin.
- polishing molecules add long-lasting brightness.
- the result is soft and thoroughly conditioned hair that allows the color to remain stable and vivid, shampoo after shampoo.

ACTIVE INGREDIENTS

restructure and reinforce the hair fiber, giving long-lasting

brightness and enhancing color stability.

- carbocisteine: a structural amino acid, that penetrates deeply to restructure and reinforce the internal hair structure.
- hydrolyzed wheat protein: fortifies the hair by lying between cuticle layers, reinforcing them and repairing damaged areas.
- polyquaternium10 and methicone: give long-lasting hydration and increased brightness, protecting the color so that it can retain its beauty over time.

Other ingredients:

MILK PROTEINS are highly integrative and conditioning to the hair's overall structure from deep inside the cortex.

NATURAL OILS AND EXTRACTS have a soothing and nourishing effect. This gives conditioning, elasticity and softness to both skin and hair

VITAMINS WITH antioxidants, conditioning and protection to multiple layers of both hair and skin structures.

*Biogenius Technology — geniopearl bio.

PRO COLOR EQUALIZER

PRE-COLOR EQUALIZER

Equalizes and reinforces the hair structure before coloring, ensuring a consistent color result.

IT CONTAINS: • milk proteins have a highly integrative and conditioning action on the hair structure inside the cortex • cationic conditioning agent that improves combability and removes static electricity, keeping hair bright and silky • moistening and soothing agents that hydrate and protect hair giving to its fiber softness, brightness and improved combability • panthenol, ProVitamin B5 that strengthens, conditions and protects hair giving it thickness.

USE: before any color service, vaporize on hair, concentrating on drier and more damaged areas.



POWERFUL PROTECTOR

PRECOLOUR PROTECTIVE FLUID

It protects the skin against possible irritations and rashes during technical services and avoids color stains on the skin.

IT CONTAINS: • milk proteins have a highly integrative and conditioning action on the hair structure from inside the cortex • glycerin, with a moisturizing action to help retain hair hydration • aloe vera juice has a calming, anti irritating and soothing action on the skin

• avocado oil is highly nourishing and rich in vitamins A, D and E. It is an emollient that increases elasticity and softness • chamomile extract is a calming and soothing emollient on the skin that helps to prevent any irritations or rashes.

USE: before the technical service apply uniformly on skin and outlines.



ACID COLOR SEALER

POST-COLOR ACIDIFICATOR

Specifically formulated to close scales after each technical service, sealing the color inside the hair.

IT CONTAINS: • milk proteins are highly integrative and conditioning on the hair structure inside the cortex • moisturizing and soothing agents that hydrate and protect hair giving it softness, brightness and increased combability • aloe vera juice has a calming, anti irritant and soothing action on the hair and skin • pH level 3.5.

USE: after a thorough color rinse, apply throughout the hair, avoiding the skin. Leave in 3 minutes and without rinsing, follow with color sealing shampoo.

INSTANT REMOVER

STAIN REMOVER FLUID

The beauty of a well done color service is reflected in the details. Instant Remover removes any color residue on the skin effectively and delicately, leaving perfectly clean, soft and irritation free skin.

IT CONTAINS: • an active primary ingredient that removes stains gently eliminating any color residues, while leaving skin clean and soft • milk proteins that are highly integrative and deeply conditioning • aloe Vera juice has a calming, anti irritant and soothing effect on both hair and skin • additional conditioning and hydrating agents to keep skin free of redness and irritation.

USE: apply to skin in gentle dabs with a cotton wool pad soaked in the product on the areas concerned.

COLOR SEALING SHAMPOO

POST COLOUR SHAMPOO

Gently cleanses, sealing pigments inside the hair. Improves color duration and enhances brightness.

IT CONTAINS: • a blend of delicate surfactants that gently cleanse the hair • milk proteins have a highly integrative and conditioning action on the hair structure from inside the cortex • glycerin, a moisturizing agent, helps to keep hair hydrated • pH 4 - 4.5.

USE: apply after acid color sealer, massage then rinse. Repeat if necessary. Go on with color sealing conditioner.



RESET A / B

COSMETIC COLOR REMOVER

The color you want, when you want it! Changing color is no longer a problem thanks to the selective removal of artificial color. Additionally, this product speeds up color recovery and supplements the hair structure leaving it stronger and brighter than before.

• without bleaching substances and 100% ammonia free, reset delicately removes only the artificial pigment, without acting on the hair's natural pigment • it acts in a selective and effective way on pigment molecules, respecting the hair's structure and integrity • allows immediate color application, after rinsing • can be used to remove total or partial color • it leaves the hair soft, combable and conditioned • easy to use, two phases Reset A and Reset B mixes in equal doses before the application.



COLOR SEALING CONDITIONER

POST COLOR CONDITIONER

Conditions hair after the color service by closing cuticle scales. This seals pigments inside the hair, improving the color duration and intensifying its brightness.

IT CONTAINS: • milk proteins have a highly integrative and conditioning action on the hair structure from inside the cortex • panthenol, ProVitamin B5 strengthens, conditions and protects hair resulting in increased thickness • vitamin E a strong antioxidant and protective agent • rice bran oil, is a hydrating emollient that nourishes the hair • Tocopherol, Oryzanol and Tocotrienol, three protective, antioxidant substances, that naturally protect from sun damage • an active silicone that helps to close cuticle scales, eliminating frizz and enhancing color • moisturizing and soothing agents that hydrate and protect hair, giving softness, brightness and combability • solar filter that adds protection against sun rays. • pH level 3.5.

USE: apply after color sealing shampoo rinse, massage through to the ends then rinse.

IT CONTAINS: • pigment reducing agents that remove only the artificial pigment without acting on the natural pigment of the hair, respecting hair structure and integrity • olive oil, very rich in vitamins with a unique conditioning and antioxidant effect. It nourishes the hair giving softness, strength and brightness, while reducing oxidant stress • milk proteins have a high integrative and conditioning action on the hair structure from inside the cortex.

USE: refer to the package leaflet before the application.

milkshake®

color specifics

AN INNOVATIVE CHOICE

FOR HAIR PROFESSIONALS

SUPPLEMENTAL SERVICE

FOR PERFECT COLOR RESULTS.

1.



4.



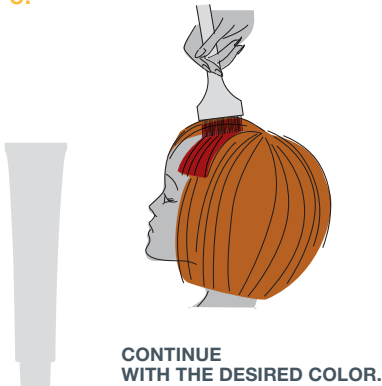
2.



5.



3.



6.

