

A photograph of two young women sitting close together outdoors. The woman on the left has dark, curly hair and is wearing a white, long-sleeved, button-down shirt. The woman on the right has long, straight brown hair and is wearing a white, sleeveless top. They are both smiling and looking towards the camera.

milk
shakē®

NATURAL BEAUTY

z.one concept™



milk_shake® LOVE YOUR HAIR

Dedicated products with natural, vibrant results for all haircare and styling needs.

From cleansing to styling, each haircare step has been carefully devised to provide visible results in both the appearance and health of hair. Our company strategy is created with nature at the forefront, this is why we choose to use sustainable electricity from renewable resources, as well as carefully selecting the components to develop our products, packaging and printed materials.

/ Highly technological Made in Italy formulas rich in naturally derived and certified organic ingredients, sulfate free, paraben free and sodium chloride free.

/ Packaging made from 50% recycled plastic that contains a special additive that accelerates the biodegradation process.

/ Marketing materials that are mostly printed on uncoated certified FSC paper.

NATURE IS OUR ALLY AND WE WANT TO RESPECT IT

NATURAL BEAUTY WITHOUT COMPROMISE

Our challenge is to use natural, organic ingredients without compromising the quality of the formulas or the results.



crambe /
crambe abyssinica



avocado /
persea gratissima



aloe vera /
aloe barbadensis



yogurt /
yogurt powder



argan /
argania spinosa



almond /
prunus amygdalus dulcis



blueberry /
vaccinium myrtillus



cranberry /
vaccinium macrocarpon



coconut /
cocos nucifera



quinoa /
hydrolyzed quinoa



date /
phoenix dactylifera



grapefruit /
citrus grandis



soy /
soy amino acids



sunflower /
helianthus annuus



wheat /
wheat amino acids



apple /
pyrus malus



cocoa /
theobroma cacao



strawberry /
fragaria vesca

Integrity 41® — Hydroglycolic sunflower seed extract, rich in antioxidant polyphenols.

SELECTED ACTIVE INGREDIENTS

Each active ingredient is selected for its specific action and lasting aesthetic effect,
for weightless hair with maximum vitality and shine.



honey /
mél



jojoba /
simmondsia chinensis



chestnut /
hydrolyzed chestnut



mango /
mangifera indica



milk /
hydrolyzed milk protein



muru muru /
astrocaryum murumuru



maracuja /
passiflora edulis



peach /
prunus persica



raspberry /
rubus idaeus



rice /
oryza sativa



apricot /
prunus armeniaca



shea butter /
butterospermum parkii



beeswax /
cera alba



hibiscus /
hibiscus sabdariffa



mint /
mentha piperita



papaya /
carica papaya



sage /
salvia officinalis



camomile /
chamomilla recutita

Amino acid complex — Soy and wheat derived amino acid complex (Fision KeraVeg18).

colour care
protection for colour-treated hair



moisture plus
deeply hydrated hair



integrity
restructures and nourishes all hair types



natural care
the sweetness of nature to nourish hair



leave-in treatments
shiny, conditioned hair



silver shine
the secret to beautiful blond hair



sensorial mint
revitalising regime with organic mint



sweet camomile
radiance and vibrant highlights for blond hair



argan
the beauty benefits of argan oil



no frizz
anti-frizz treatments for glossy hair



curl passion
specific formulas for bouncy, defined curls



volume solution
efficient long-lasting volumizing action



daily
daily wellbeing for your hair



special
beauty and wellbeing for demanding hair



scalp care
efficiency for scalp and hair



lifestyling
gives definition, hold, and transforms hair in a few simple steps





colour care / protection for colour-treated hair



Moisturising and protective treatments for colour-treated hair.



colour maintainer shampoo hydrating and protective shampoo for colour-treated hair

Gentle cleansing shampoo to maintain the beauty and vitality of coloured hair. Contains milk proteins for deep restructuring of the hair and the exclusive ingredient **Integrity 41®** to improve colour stability.

Use: apply to wet hair, lather and then rinse. Repeat if necessary. Follow by applying the most suitable **milk_shake®** conditioner or treatment.



colour maintainer conditioner conditioner for colour-treated hair

Hydrating, protective and detangling conditioner for colour-treated hair. Milk proteins help to condition and restructure hair while the exclusive ingredient **Integrity 41®** improves colour stability, leaving the hair soft and shiny.

Use: apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly. Style as desired.



deep colour maintainer balm intensive maintenance conditioner for colour-treated hair

A formula created to improve long-lasting colour stability with a concentrate of specific active ingredients such as milk proteins, **Integrity 41®** and quinoa proteins. Gives consistency and structure for deep protection. Leaves hair soft and shiny, strong and light. Paraben free.

Use: apply to clean, damp hair, leave in for a few minutes, comb through and rinse.

repairing hair treatment concentrated repairing protein treatment



A deep conditioning action that gives resistance and body to chemically treated or damaged hair. Milk proteins and fruit extracts give consistency and structure to the hair while the exclusive ingredient **Integrity 41[®]** improves colour stability, leaving hair radiant and soft with a healthy and shiny appearance from the first application.

Use: apply the content of the vial evenly over clean, damp hair, concentrating on lengths and ends. Leave in for 3-5 minutes. For damaged hair: cover hair with a plastic cap and warm under a heat source for 5-10 minutes. Rinse and proceed with the desired style.



moisture plus / deeply hydrated hair

Maximum hydration for visibly younger hair.



moisture plus shampoo moisturizing shampoo for dry hair

A delicate shampoo that 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 colour. Paraben e SLES free.

Use: distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk_shake®** moisture plus conditioner.



moisture plus conditioner moisturizing conditioner for dry hair

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 colour. Paraben free.

Use: distribute evenly over clean, damp hair, leave in for a few minutes and rinse. Proceed **milk_shake®** moisture plus whipped cream for more intense conditioning.



moisture plus whipped cream no rinse moisturizing foam for dry hair

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 colour. Paraben free.

Use: shake well, point downwards and dispense product. Apply to clean, damp hair, then proceed with styling.

integrity / restructures and nourishes all hair types

Restructuring treatments for glossy, healthy hair.



nourishing muru muru butter nourishing butter for hair



Nourishing muru muru butter for normal and coarse hair. A unique blend of plant-based ingredients for a deep treatment. Leaves hair soft, nourished and shiny from the first application.

Use: distribute through dry lengths and ends of hair before shampooing, massage and leave in for 3 to 5 minutes. Wash with **integrity nourishing shampoo** and follow with the most suitable **milk_shake®** integrity treatment.



booster concentrated protein and amino acid hair integrator

Concentrated, nourishing supplement for normal and fine hair. Wheat and rice proteins make this treatment ideal for restructuring and strengthening damaged and chemically treated hair, protecting hair colour. Contains organic muru muru butter with an emollient and nourishing action.

Use: shake the bottle, spray evenly over dry lengths and ends then blow dry before washing with **integrity nourishing shampoo**.



nourishing shampoo nourishing shampoo for all hair types

Cleanses gently with its salt and sulfate free formula containing muru muru butter, nourishing and conditioning the hair instantly, reducing frizz and leaving hair soft and shiny.

Use: distribute through wet hair, lather and rinse. Repeat if necessary.

integrity / new life for your hair

Its restructuring action and active ingredients give new life to the hair fibre.



nourishing conditioner deep nourishing conditioner

Specifically formulated to nourish and condition all hair types while maintaining hair colour. Contains organic muru muru butter as an emollient ingredient with a deep, nourishing action.

Use: apply by distributing through clean, damp hair. Leave in for 2-3 minutes, then comb and rinse.



intensive treatment deep nourishing treatment for all hair types

The specific formula deeply nourishes hair and eliminates frizz. Seals the cuticle leaving hair soft, shiny and more manageable while maintaining hair colour.

Use: distribute through clean hair and massage. Leave in for 3 to 5 minutes, then comb and rinse. For extremely damaged hair, cover hair with a cap and leave in for 5 minutes under a heat source. Allow to cool and then rinse.



repairing hair concentrated repairing protein treatment

A concentrated repairing treatment with amino acids, ideal to restructure and strengthen damaged or chemically-treated hair, leaving it soft and shiny. Contains organic muru muru butter with an emollient and nourishing action.

Use: apply the content of the vial evenly over clean, damp hair, concentrating on lengths and ends. Leave in for 5-10 minutes, then rinse.



incredible oil

repairing and protective oil for damaged hair or split ends

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

Use: 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 colour.



natural care / the sweetness of nature to nourish hair

Masks inspired by pure nature to nourish all hair types.



milk mask

milk powder protein compound for dry or damaged hair

Concentrated milk protein powder mask, specifically developed for dry or damaged hair. The mask activates when mixed with the natural care fluid base. Its deep restructuring action leaves hair vibrant, strong and full of body.

Use: pour 60 ml of **milk_shake® natural care** restructuring base mask into the bowl and add 15 g of **milk_shake® natural care** milk powder. Mix thoroughly and apply to clean, damp hair. Leave in for 5-10 minutes. For deeper conditioning, apply heat. Rinse and apply a **milk_shake®** conditioner for greater manageability.



yogurt mask

yogurt powder protein compound for natural or colour-treated hair

Yogurt powder protein mask, specifically developed for colour-treated hair. The mask activates when mixed with the natural care fluid base. Concentrates all the beneficial properties of yogurt to nourish hair and helps maintain hair colour.

Use: pour 60 ml of **milk_shake® natural care** restructuring base mask into the bowl and add 15 g of **milk_shake® natural care** powdered yogurt. Mix thoroughly and apply to clean, damp hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake®** conditioner for greater manageability.



cocoa mask

cocoa powder compound for normal and coarse hair

Concentrated cocoa powder mask, for dry, normal and coarse hair. Mixing the **milk_shake® natural care** cocoa mask with the **milk_shake® natural care** mask base concentrates the properties of cocoa. This deep hair treatment nourishes the hair shaft and improves its appearance leaving hair exceptionally glossy and full of body.

Use: pour 60 ml of **milk_shake® natural care** restructuring base mask into the bowl and add 10 g of **milk_shake® natural care** cocoa powder. Mix thoroughly and apply to clean, damp hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake®** conditioner for greater manageability.



papaya mask

papaya powder compound for fine or dull hair

Concentrated papaya extract powder mask for fine, dry hair. Mixing the papaya powder **milk_shake[®] natural care** papaya mask compound with the **milk_shake[®] natural care mask base** concentrates the properties of papaya leaving hair exceptionally soft, glossy and full of body.

Use: pour 60 ml of **milk_shake[®] natural care** restructuring base mask into the bowl and add 15 g of **milk_shake[®] natural care** papaya powder. Mix thoroughly and apply to clean, damp hair. Leave in for 5-10 minutes. Apply heat for deep conditioning. Rinse and apply a **milk_shake[®]** conditioner for greater manageability.



mask base

restructuring mask base for use with natural care masks

Fluid restructuring base specifically formulated to be mixed with milk, yogurt, cocoa and papaya powders to create creamy, easy-to-apply masks. Enriched with avocado and rice oils, honey and fruit extracts, vitamin E and **Integrity 41[®]** that protects hair colour.

Use: pour 60 ml of restructuring base into the bowl and add the powder mask best suited to the hair type and the desired result (**natural care milk, yogurt, cocoa or papaya**). Mix thoroughly and apply to clean, damp hair, following the instructions for the specific mask used.



active milk mask / active yogurt mask

restructuring milk and yogurt masks

Two rich restructuring masks to deeply nourish and strengthen dry or damaged hair. The specific active ingredients, milk proteins and yogurt amino acids give strength and body, while the avocado and rice oils, honey and fruit extracts and vitamin E condition the hair shaft. The exclusive ingredient **Integrity 41[®]** improves colour stability, leaving hair soft and shiny.

Use: apply to clean, damp hair. Leave in for 3-5 minutes, comb and then rinse.

leave-in treatments / conditioned, shiny hair

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



whipped cream

no rinse conditioning & protective creamy foam for all hair types

A no rinse formula with a deep protective action, formulated to condition hair whilst maintaining the moisture balance of the hair and protecting hair colour. Milk proteins condition and restructure the hair, whilst specific emollient ingredients give long-lasting hydration and the exclusive ingredient **Integrity 41®** improves colour stability. Leaves hair soft, shiny and radiant.

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



leave in conditioner

leave-in conditioner for all hair types

Spray conditioner for untreated or slightly dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair. Milk proteins supplement and strengthen the hair shaft while fruit extracts and honey revitalize hair, making it glossy and more manageable. The exclusive ingredient **Integrity 41®** protects hair from UV rays, improving colour stability.

Use: spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.



incredible milk

12 effects / leave in for all hair types

Intensive spray mask for all hair types with organic muru muru butter, fruit extracts (blueberry, raspberry, papaya, mango) and milk proteins **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Extreme shine **8.** Gives hair body and volume **9.** Improves the effects of straighteners and/or curling wands **10.** Protects and maintains colour **11.** Protects against UV rays **12.** Smoothens the cuticle.

Use: spray onto damp or dry hair. Distribute and then style as desired.



silver shine / the secret to beautiful blond hair

A professional range formulated to neutralize unwanted brassy, yellow and golden tones from blond, bleached or grey hair.



silver shine shampoo specific shampoo for blond or grey hair

A delicate cleanser, it contains a specific violet pigment capable of counteracting yellow tones in natural or lightened blond hair, or grey or white hair. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. SLES-free.

Use: distribute evenly over damp hair, lather and rinse. Repeat if necessary. For more intense results, leave in for a few minutes.



silver shine light shampoo specific shampoo for blond or grey hair

A delicate cleanser that neutralizes unwanted yellow tones in natural or lightened blond hair, grey or white hair with a balanced action, with its specific violet pigment that works on even the most subtle hues. Enriched with organic mixed berry extracts and milk proteins for shiny, soft and healthy hair. SLES-free.

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



silver shine conditioner specific conditioner for blond or grey hair

Formulated with a specific pigment that neutralizes unwanted yellow, golden or brassy tones that are common in white, grey, blond or lightened hair. Leaves hair conditioned, soft and full of vitality. Contains milk proteins, organic fruit extracts and **Integrity 41°** to condition the hair whilst maintaining the hair's moisture balance and protecting hair colour.

Use: apply after cleansing to clean, damp hair, leave in for a few minutes, then rinse.



silver shine whipped cream
creamy conditioning foam for blond or grey hair

Formulated with milk proteins, organic mixed berry extracts and **Integrity 41[®]** to condition the hair whilst maintaining its moisture balance and preserving hair colour, enriched with a special violet pigment that neutralizes yellow and golden tones common in white, grey, blond or lightened hair. Gives manageability and leaves hair shiny, soft and healthy.

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



sensorial mint / the revitalising regime with organic mint

The freshness of mint for hair and body.



sensorial mint shampoo invigorating shampoo

Its formula with organic mint, sage and fruit extracts cleanses gently, removing impurities, refreshing and revitalising both scalp and hair. SLS/SLES and paraben free.

Use: apply to wet hair, lather and rinse. Repeat if necessary.



sensorial mint conditioner invigorating conditioner

The formula with organic mint, sage and fruit extracts hydrates and protects, leaving hair soft, vibrant, glossy and hydrated, without weighing it down, for a unique, regenerating experience. Paraben free.

Use: apply to wet, clean hair, massage, leave in for a few minutes then comb through and rinse.

sweet camomile / vibrant highlights for blond hair

The sweetness of honey and camomile to enhance the beauty of blond hair.



sweet camomile shampoo revitalizing shampoo for blond hair

Gently cleanses and brightens highlights and improves shine and lustre in blond hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nutritional benefits, for incredibly soft, silky hair with shimmering highlights. SLS/SLES and paraben free.

Use: apply to wet hair, lather and rinse. Repeat if necessary.



sweet camomile conditioner revitalising conditioner for blond hair

Softens and gently detangles, brightens highlights and improves shine in blond hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nourishing benefits, for incredibly soft and silky hair. Paraben free.

Use: apply to wet, clean hair, massage, leave in for a few minutes then comb through and rinse.



sweet camomile leave in revitalizing leave-in conditioner for blond hair

Specifically formulated for naturally textured or slightly dry hair. Its formula combines organic camomile extract, known for its brightening properties, and organic honey, known for its nourishing benefits, for manageable, lustrous hair. Paraben free.

Use: spray evenly onto clean, damp hair. Do not rinse.

argan / the beauty benefits of argan oil

The precious properties of organic argan oil for healthy, hydrated hair.



glistening argan oil argan treatment oil for all hair types

Thanks to its unique organic argan formula, it instantly conditions and nourishes hair leaving it soft, vibrant, with added volume and exceptional shine.

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



no frizz / anti-frizz treatments for radiant hair

Banish frizz for soft and shiny straight or curly hair.



glistening milk moisture & shine milk for frizzy hair

Helps eliminate frizz during styling and protects hair fibre from styling tools while blow drying. Makes hair supple and manageable and helps to maintain optimal hair hydration. Contains date palm extract and crambe oil for exceptional conditioning. Maintains hair colour. Leaves hair soft and shiny.

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



glistening serum drops of shine for frizzy hair

Helps eliminate frizz during and after styling, provides heat protection and allows styling tools to glide through the hair with ease. Smoothes the hair cuticle for an exceptionally glossy look. Contains date palm extract and crambe oil for soft, manageable hair. Leaves hair soft, vibrant and shiny.

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



glistening spray polishing spray for frizzy hair

Leaves hair glossy, eliminates static and makes dry hair more manageable. Contains date palm extract and crambe oil for soft, manageable hair and helps maintain optimal hydration. Leaves hair soft, vibrant and shiny.

Use: lightly spray at a distance of 8 – 12 inches after styling.

curl passion / specific formulas for bouncy, defined curls

The professional solution to hydrate and define curly hair.



curl passion shampoo shampoo for curly hair

Specifically formulated to gently cleanse curly hair while hydrating, conditioning and counteracting frizz. Apple, grapefruit and peach extracts assist curl formation and keep curls in place for longer, leaving hair supple, shiny and in great condition.

Use: apply to wet hair, lather and then rinse. Repeat if necessary. For extra deep conditioning follow with **curl passion mask**.



curl passion mask mask for curly hair

Specifically formulated for curly hair. Deeply hydrates and conditions hair while counteracting frizz. Apple, peach and grapefruit extracts, jojoba oil and shea butter help create longer-lasting curls, leaving hair, glossy, supple and in great condition.

Use: apply to clean, damp hair, leave in for 3 to 5 minutes, comb through and then rinse.



curl passion designer curl designer

Styling treatment with sculpting and conditioning polymers to tame curls and combat frizz. Apple, grapefruit, and peach extracts combined with sculpting and conditioning polymers boost hydration leaving hair glossy, supple and in great condition.

Use: apply to damp hair, massage and style.

volume solution / efficient long-lasting volumizing action

Unprecedented volume from the very first application.



volumizing shampoo volumizing shampoo for all hair types

A shampoo developed to give volume and body without weighing the hair down. Cleanses gently with its specific formula containing precious sugar derivatives that transform the hair, giving it body. Paraben and SLES free.

Use: distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **volumizing conditioner**.



volumizing conditioner volumizing conditioner for all hair types

With a deep action, it gives softness and body without weighing the hair down. Containing precious sugar derivatives, it transforms and gives volume to all hair types, with a deep reviving action. Paraben free.

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



volumizing styling spray volumizing styling spray for hair

Specifically formulated to give volume and condition to untreated or slightly dry hair. Gives optimal moisture balance and protection to the hair shaft. Precious sugar derivatives and a specific film-forming and hydrating agent revitalize and give long-lasting shine and manageability to the hair.

Use: spray onto roots and lengths and proceed with styling.

daily / daily wellbeing for your hair

The best cleansing and conditioning regime for daily use.



daily frequent shampoo shampoo for frequent use

Gentle SLS and paraben free shampoo, specifically designed to hydrate and protect hair that requires frequent washing. With milk proteins and apple juice to hydrate and protect and **Integrity 41°** to help preserve colour.

Use: apply to wet hair, lather and rinse. Repeat if necessary. For improved conditioning, follow with the most suitable **milk_shake®** conditioner or treatment.



daily frequent conditioner conditioner for frequent use

Paraben free, hydrating and protective conditioner for frequent use. Milk proteins and apple juice leave hair soft, shiny, vibrant and hydrated without weighing it down, while **Integrity 41°** helps maintain colour.

Use: apply to clean, wet hair, massage, leave in for a few minutes then comb through and rinse.

special / beauty and wellbeing for demanding hair

Specific products for specific hair needs.



deep cleansing shampoo

deep cleansing shampoo for all hair types

Purifying SLS free shampoo, specifically designed to remove build-up caused by products, styling and chlorine. With fruit extracts, honey and milk proteins, it deeply cleanses hair while restoring the natural moisture balance.

Use: apply to wet hair, lather and then rinse. Repeat if necessary.



scalp care / efficiency for scalp and hair



Products designed to improve the wellbeing of the scalp to strengthen and improve hair health.



energizing blend shampoo hair thickening shampoo

Energizing shampoo for fine, thinning and fragile hair. Cleanses deeply but gently, respecting the scalp and hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, naturally derived glycerin, eucalyptol, panthenol and a mix of 11 essential oils. SLS/SLES & paraben free.

Use: apply to damp scalp and hair, gently massage applying a slight pressure with fingertips in a circular motion to enhance the microcirculation. Rinse and proceed with energizing blend conditioner and treatment.



energizing blend conditioner hair thickening conditioner

Conditioner for fine, thinning and fragile hair. 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. Paraben free.

Use: apply to wet and clean hair, gently massage and leave it in for a few minutes while applying a slight pressure using the fingertips in a circular motion, to enhance the microcirculation. Comb through if desired and rinse thoroughly.



energizing blend scalp treatment hair thickening scalp treatment

An energizing and fortifying lotion to restore fullness, thickness, and luster to fine, thinning and fragile hair. Contains organic rosemary and organic sage extracts, Fioravanti balm, arnica extract, natural camphor, hydrolyzed rice proteins and panthenol. Paraben free.

Use: apply to the scalp and massage gently for a few minutes using circular movements and a light pressure from the fingertips to improve the microcirculation 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.

scalp care / specific treatments for scalp and hair

A healthy scalp leads to beautiful hair.

**milk
shake®**
NATURAL BEAUTY



purifying blend shampoo

intensive purifying shampoo for scalp and hair

Cleanses deeply yet gently, freeing the scalp from impurities, dandruff, sebum, sweat and styling product residue. Selected plant-based ingredients contribute to protecting scalp and hair from pollution, for a healthy, shiny result. With AFA green-blue micro-seaweed, organic achillea and nettle extracts, lemon and rosemary essential oils, eucalyptol, allantoin and zinc pyrithione. This blend of active ingredients with exceptional purifying properties has been developed to protect the scalp and solve the discomforts associated with excessive dandruff, grease and undesired residues from the surrounding environment. SLS/SLES & paraben free.

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



normalizing blend shampoo

shampoo for normal or greasy scalp and hair

Much more than just a simple cleanser or a beauty routine cleansing gesture, normalizing blend shampoo is a real treatment for the hair and is unique in its amazing benefits for scalp and hair. Its formula contains organic coriander and helichrysum extracts, panthenol, coriander and cedar essential oils and a balanced mix of delicate surfactants that cleanse deeply yet gently, removing sebum and oily residue, respecting the delicate balance of sebum production in the scalp. SLS/SLES & paraben free.

Use: distribute uniformly over damp scalp and hair, lather and rinse. Repeat if necessary.





lifestyling / gives definition, hold, and transforms hair in a few simple steps

A product range designed to recreate any look, from the most natural to the most elaborate.



smoothing cream soft hold smoothing cream

HOLD ■□□□ VOL ■□□□ SHINE ■■□□

A styling cream formulated to smoothen the cuticle, protect the hair during blow-drying, and give natural support. Keeps hair smoother for longer and counteracts frizz. Leaves hair soft and shiny without unwanted residue.

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



shaping foam medium hold styling foam

HOLD ■■□□ VOL ■■□□ SHINE ■□□□

Creates volume and shape, protecting the hair during blow-drying. Gives body and natural control with flexible hold. For all hair types.

Use: shake well and dose the necessary quantity. Apply by distributing over clean, damp hair. Proceed with styling.



liquid styler styling and defining fluid

HOLD ■■□□ VOL ■■□□ SHINE ■■■□

A versatile styling fluid, ideal to create definition and soft, flexible hold with a memory effect. Suitable for all hairstyles, to dry hair naturally, and for all hair types. Gives body, softness and shine.

Use: dose the necessary quantity and apply to clean, damp hair. Proceed with styling. Can be used after drying to strengthen the created curls.



texturizing spritz bodifying spray for hair

HOLD ■□□□ VOL ■■■□ SHINE □□□□

Bodifying formula with a matte finish that gives hold and creates "beach-effect" voluminous waves with shape control on all hair lengths. Contains selected active ingredients to protect the hair from fading and dehydration. Particularly suitable for fine hair.

Use: 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.



styling potion conditioning and styling cream

HOLD ■□□□ VOL ■■□□ SHINE ■■■□

Gives light support and an immediate conditioning effect to all hair types. Versatile and unique, it smoothenes the cuticle of the hair, giving natural body.

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



curl perfectionist curl defining cream

HOLD ■■■□ VOL ■■■□ SHINE ■■■□

Curl defining cream. Defines and tames curls, banishing frizz and intensifying the natural texture of the hair. Gives long-lasting shape, softness and shine. Contains quinoa proteins, **Integrity 41[®]**, organic fruit extracts, milk proteins and a UV filter.

Use: apply to damp hair and proceed with the desired style.

lifestyling / the natural cutting-edge of styling

The perfect solution for every look.



thermo-protector heat protection for hair

HOLD □□□ VOL □□□ SHINE ■■□

An ultra-fine formula created to protect the hair fibre from the heat of blow-drying, straightening irons and curling wands. The formula should be sprayed at 8 – 12 inches from clean, damp hair, from root to tip, creating an invisible film over the hair that prevents split ends, breakage and damage, as well as reducing drying time. Contains quinoa, silk and milk proteins for heat protection and hair colour protection.

Use: spray at approx. 8 – 12 inches onto clean, damp hair, from roots to ends. Proceed with blow-drying.



dry shampoo instant dry shampoo

HOLD □□□ VOL ■■□ SHINE ■□□

Ultra-fine mist formula with instant results. Gives the 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. With hemp seed oil, with nourishing properties for scalp and hair.

Use: shake before use, spray onto roots, wait for few moments, then style using your hands or a brush.



medium hold hairspray medium hold hair spray

HOLD ■□□ VOL ■□□ SHINE ■■□

Medium hold hairspray that supports hair styles with a natural and flexible hold. Leaves hair full of body and shiny, without product residue and without weighing the hair down. With a UV filter and quinoa proteins for colour protection, protecting from the sun's rays and environmental stress which cause colour-fading, for a more youthful appearance.

Use: spray at approx. 8 – 12 inches from hair as needed.



strong hairspray

strong hold hair spray for colour-treated hair

HOLD ■■■□ VOL ■■■■ SHINE ■■■□

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. Contains a UV filter and quinoa proteins for greater colour stability over time, protecting treated hair for a vibrant, intense and shiny result.

Use: spray at 8 – 12 inches from the hair for the desired effect or style.



strong eco hairspray

strong eco hairspray for colour-treated hair

HOLD ■■■□ VOL ■■■■ SHINE ■■■□

A hairspray with extra strong hold, it gives structure to the hair with exceptional shine. It protects hair from humidity and from external aggressors, maintaining the hair's volume and style. Quick to dry, it is easily brushed out and does not leave residue on the hair. Contains quinoa proteins, **Integrity 41[®]**, organic fruit extracts, milk proteins and a UV filter.

Use: spray at 8 – 12 inches from the hair as required.



let it shine

softening glossing spray

HOLD □□□□ VOL □□□□ SHINE ■■■■

This super fine mist leaves hair soft and shiny without weighing it down. Does not give hold. Suitable for all hair types, it keeps static in check and has a thermo-protective action. Contains quinoa proteins, **Integrity 41[®]**, organic fruit extracts, milk proteins and a UV filter.

Use: spray evenly over damp hair, over lengths and ends or at the end of styling.

lifestyling / a hair styling line to create infinite looks

Created to satisfy the demands of hairdressers for every hair styling need.



texturizing cream bodifying molding cream

HOLD ■■□□ VOL ■■■□ SHINE ■□□□



Particularly suitable for fine hair, when applied to dry hair it gives body, giving separation and control to hair strands for creative and unkempt looks. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41®** and a UV filter to protect hair.

Use: apply to dry hair and style.

design wax defining wax

HOLD ■□□□ VOL ■□□□ SHINE ■■■■



A water-based formula with a light modelling effect, giving a touch of shine and flexible definition to hair. With organic fruit extracts, quinoa and milk proteins, **Integrity 41®** and a UV filter, it leaves hair defined and shiny.

Use: apply to dry hair and style.

freehand paste molding paste with flexible control

HOLD ■□□□ VOL ■■□□ SHINE ■■□□



A paste with an elastic and stretchy texture to manipulate the hair and create and define an infinite array of styles. Contains organic fruit extracts, quinoa and milk proteins, **Integrity 41®** and a UV filter to protect hair.

Use: apply to damp or dry hair and style.





**milk_shake® NATURAL SENSUALITY,
A NEW BEAUTY IDEAL.**

Give clients what they want with a complete range
of professional hair colouring products



A WORLD OF COLOURING DESIGNED BY **milk_shake®**

The new generation of **milk_shake®** formulas give a natural, creative, radiant and healthy result. A unique sensorial hair colouring experience for beautiful, healthy hair.

The purity and strength of nature is expressed through delicate hair colour with a conditioning cosmetic base and active ingredients that respect the hair, conditioning the shaft and protecting the scalp and hair during the professional colouring treatment.

For visibly radiant, glossy, soft and manageable hair with intense, long-lasting colour.



creative
purity and strength of colour



smoothies
a concentrate of colour and nature for your hair



direct colour & cocktails
the colour and shine you have always wanted



decologic

a complete range of lightening products for every lightening request



illuminate

delicate lighteners and toners for naturally radiant blonds



colour specifics

essential products for the maximum expression of colour



permanent & semi_permanent colours /

colour filled with nature for beautiful hair



Innovative and delicate formulas for intense and radiant colour that respects the hair.



creative

conditioning permanent colour

Highly creative permanent hair colouring that guarantees radiant colour, perfect grey coverage, is incredibly long-lasting and has unlimited combinations for a plethora of results. The conditioning and protective cosmetic base combined with high quality and pure colouring molecules have unparalleled results on the hair. SLES free. Contains milk proteins, amino acid complex, sunflower oil, organic honey and blueberry extracts, a protective UV filter, conditioning agents and selected hydrating ingredients.

Specific oxidisers: **milk_shake® oxidising emulsion** 5 / 10 / 20 / 30 / 40 volumes.



smoothies

conditioning semi_permanent colour

Gentle ammonia-free, semi-permanent colour cream for tone-on-tone colouring and conditioning of the hair. There are two sides to the smoothies colour range: a vibrant and radiant colour, typical of a permanent hair colour, and the delicate action on scalp and hair of a direct colour. Contains milk proteins, organic honey, **Integrity 41®**, amino acid complex, sunflower oil and papaya, strawberry, blueberry and cocoa extracts. Perfect for those people who want colour that's easy to maintain and who want to hide the first appearance of greys. Suitable for male hair colouring.

Specific developers: activating emulsion and intensive activating emulsion.

direct colour & cocktails /

colour and shine in a delicate and versatile formula

Creative chromatic effects for shiny and radiant hair colour tones.

**milk
shake®**
COLOUR



direct colour conditioning direct colour

Gentle and versatile cosmetic colour for simple hair colouring services with excellent results. The conditioning base is enriched with milk proteins, shea butter, argan oil and the exclusive ingredient **Integrity 41°**, and selected humectant and conditioning agents. Completely ammonia-free, it does not require the use of oxidising agents. Lasts up to 8-10 washes.



direct colour cocktail

For a temporary hair colour that revives natural or cosmetic hair colour, **milk_shake® direct colour** and our best seller, **milk_shake® whipped cream**, come together, creating a cocktail that enhances colour and makes it last longer, for nourished, healthy, beautiful hair. Ideal to maintain lustrous colour between permanent colouring sessions.



argan cocktail

An exclusive nourishing and glossing treatment that improves the colour of natural or cosmetically coloured hair. The synergy of the bestseller **milk_shake® whipped cream** conditioning foam and **milk_shake® glistening argan oil** results in a hydrating and shine-enhancing cocktail that leaves hair incredibly soft and silky.

DIRECT COLOUR COCKTAIL

WHIPPED CREAM
+ DIRECT COLOUR

DIRECT SHINE COCKTAIL

WHIPPED CREAM
+ DIRECT COLOUR CLEAR

ARGAN COCKTAIL

WHIPPED CREAM
+ GLISTENING ARGAN OIL





decologic /

technology and nature combined to satisfy all hair lightening needs



A complete product range for hair lightening and toning for in-salon services.



lightening powder conditioning lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels, leaving hair soft, manageable and shiny. It doesn't run, expand or dry out and maintains the right dampness during application.

Specific oxidisers: **milk_shake® oxidizing emulsion** 10 / 20 / 30 / 40 volumes.



blue lightening powder conditioning blue lightening powder for hair

A versatile, dust-free formula that is easy to blend and can be used for any lightening technique, it lifts up to 6 levels whilst reducing brassiness or golden tones. It doesn't run, expand or dry out and maintains the right dampness during application.

Specific oxidisers: **milk_shake® oxidizing emulsion** 10 / 20 / 30 / 40 volumes.



level 9 extra-high-lift powder for hair

A lightening formula suitable for all lightening techniques, to create intense lift up to 9 levels whilst counteracting residual warm tones.

Specific oxidisers: **milk_shake® oxidizing emulsion** 10 / 20 / 30 / 40 volumes.

clay balayage lightener
freehand clay lightener for hair



A lightening formula suitable for all freehand techniques, it doesn't run or expand and adheres perfectly to the hair. Perfect to create partial lightening without using any support to section the hair and without staining the hair. Lifts up to 4 levels with a precise, accurate result.

Specific oxidisers: **milk_shake[®] oxidizing emulsion** 20 / 30 / 40 volumes.



total roots lightener
gentle lightening cream for roots, lengths and ends

Ammonia-free lightening cream, it lifts gently 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 roots and lengths.

Specific oxidisers: **milk_shake[®] oxidizing emulsion** 10 / 20 / 30 / 40 volumes.



tone controller
toning gel for hair

A light, delicate and efficient toner, it gives perfect tone control after lightening on levels 9 very light blond and 10 platinum blond, or on natural white hair.

Specific oxidisers: **milk_shake[®] oxidizing emulsion** 5 volumes.

lightening treatments /

gentle hair lightening



Lightening products for naturally glossy blond hair.

illuminate quick light & pure pigments



milk_shake® illuminate quick light is the new instant lightening fluid for hair. When used with straighteners on dry hair it lightens the hair up to two tones during styling. Ammonia-free, it doesn't need rinsing. The 6 concentrated colouring **milk_shake® illuminate pure pigment** treatments (gold, blue, violet, copper, red and brown) give versatility to the lightening process, giving colour tones and illuminating the hair with creative chromatic effects.

illuminate conditioning lightening oil & pure pigments



milk_shake® illuminate conditioning hair lightening oil is an ammonia-free lightening oil for a new, natural-effect lightening service. Easy to apply, it doesn't dry out or expand during the setting time and lightens up to 3-4 levels. Ideal for those people who want a more intense lightening treatment that looks very natural, with extra nourishment given by the natural oils within the formula. The 6 concentrated colouring **milk_shake® illuminate pure pigment** treatments (gold, blue, violet, copper, red and brown) give versatility to the lightening process, giving colour tones and illuminating the hair with creative chromatic effects.

Specific oxidisers: **milk_shake® oxidising emulsion** 10 / 20 / 30 / 40 volumes.



oxidizing emulsions /

perfect results to protect the hair



Specific developers for perfect lightening and maximum colour expression.



oxidizing emulsion cream developer

An oxidising emulsion specifically formulated to obtain perfect results during colouring and lightening using professional **milk_shake®** formulas. With milk proteins, honey, mango seed oil and the exclusive ingredient

Integrity 41® for a better and longer-lasting colour. Available in 5, 10, 20, 30, 40 vol. For professional use only.

Use: follow the instructions of the product with which it is being mixed carefully.



light activating emulsion light specific revealer

Formulated to act in synergy with **milk_shake® smoothies** conditioning semi-permanent colour and reveal the greatest expression of colour pigments. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. It contains milk proteins, honey, and fruit extracts, as well as the exclusive ingredient

Integrity 41® which helps to protect hair colour and maintain it for longer. Ideal for maximum colour deposit. For professional use only.

Use: follow the instructions of the product with which it is mixed.



activating emulsion specific developer

An emulsion formulated to act in synergy with **milk_shake® smoothies** conditioning semi-permanent colour, to develop the pigments, expressing the maximum intensity of colour. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient

Integrity 41® for better and longer-lasting colour. For professional use only.

Use: follow the instructions of the product with which it is being mixed carefully.



intensive activating emulsion specific intense developer

An emulsion formulated to act in synergy with **milk_shake® smoothies** conditioning semi-permanent colour, developing the pigments and expressing the maximum intensity of colour, for more intense grey coverage (up to 75%) for more intense tones. Creamy, fragranced and conditioning, it has a delicate action on the hair and scalp. With milk proteins, honey, fruit extracts and the exclusive ingredient **Integrity 41®** for better and longer-lasting colour. For professional use only.

Use: follow the instructions of the product with which it is being mixed carefully.



colour specifics /

colour evolution

Specific treatments to enhance and complete colouring treatments.



powerful protector pre-colour protective fluid

Protects the skin from irritation and redness during technical treatments, prevents the skin from staining without affecting the action of the colour on the hair. Contains milk proteins that have a restorative effect on the skin, glycerin, that restores moisture and help maintain skin hydration, aloe vera juice, that has a calming, anti-redness and soothing action, avocado oil, an emollient that keeps the skin soft and supple, and camomile extract with a calming, soothing and emollient action.

Use: apply evenly onto skin before the technical treatment.



pro colour equalizer pre-colour equalizer

Equalizes and strengthens the hair structure before the colour treatment and guarantees even colour distribution. Contains Biogenius Technology* for restructured hair and a lasting, deep, brilliant colour; milk proteins for a highly complementary and conditioning action on the hair structure, moisturising agents that hydrate and protect hair leaving hair fibre soft, radiant and manageable, and panthenol that strengthens, conditions and protects hair while giving it body.

Use: spray liberally onto lengths and ends before each colour treatment.



deep colour complex additive for hair colouring treatments

Additive for technical hair colour treatments, specifically formulated to improve intensity, coverage and duration of colour, while favoring the protection and conditioning of the hair during the technical treatment. Contains active quinoa proteins, PCA, and cosmetic grade phosphoric esters for radiant, silky hair with long-lasting colour. Laboratory tested.

Use: prepare the colour following the instructions on the packaging, adding 3 ml of additive for every 50 g of colour. Proceed with the colour treatment as usual.

safe lightener complex additive for hair lightening treatments



Additive for technical hair lightening treatments, specifically formulated to restructure and condition the hair during the technical treatment, favouring and at the same time improving the lightening process. Contains active quinoa proteins and cosmetic grade phosphoric esters. High quality quaternal polymers cover the hair fibre with an invisible film that retains the hair's splendour and vitality. Laboratory tested.

Use: prepare the lightening mix by following the instructions on the packaging: add 5 ml of additive for every 30 g of lightening powder. Proceed with the technical treatment as usual.



acid colour sealer post-colour acid sealer

Specifically formulated to seal the cuticle after each technical treatment and to lock in colour. Contains Biogenius Technology* for restructured hair and a lasting, deep, brilliant colour, milk and wheat proteins have a highly complementary and conditioning action on the hair structure, moisturising agents hydrate and protect, leaving hair fibre soft, radiant and more manageable, and aloe vera juice leaves hair soft and conditioned.

Use: apply evenly to hair after thoroughly rinsing the colour while avoiding contact with the skin. Leave in for 3 minutes then wash directly with a colour sealing shampoo.



instant remover hair colour remover for skin

Eliminates any colour residue from the skin with a gentle and effective stain removing action, leaving skin clean, soft, with no redness. Contains milk proteins and aloe vera juice for a combined emollient, soothing and skin hydrating action.

Use: gently stroke a cotton pad soaked in product over affected areas without rubbing, then shampoo hair.

colour specifics /

essential products for beautiful hair colour



Beautiful results are achieved with little adjustments.



colour sealing shampoo post-colour shampoo

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

Use: apply after using the acid colour sealer, lather and then rinse. Repeat if necessary. Follow with the colour sealing conditioner.



colour sealing conditioner after-colour conditioner

Conditions hair after colouring by smoothing the hair shaft and locking in cosmetic colour, for longer-lasting colour 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 colour and soft, shiny hair.

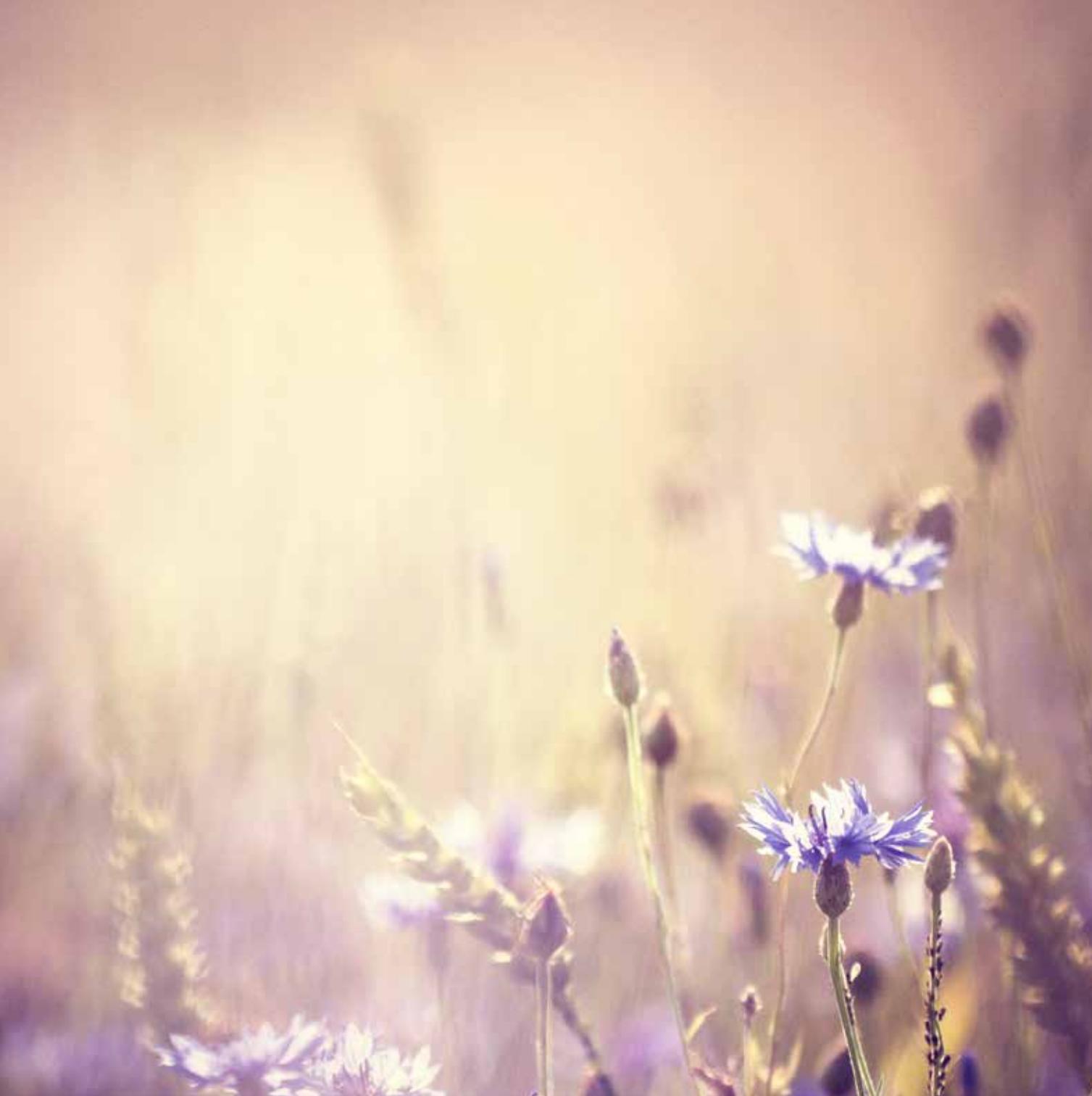
Use: apply to clean, damp hair, leave in for a few minutes, comb through and rinse.



colour split barrier-effect additive for hair colouring

Ideal to create multi-tone colouring without using foils. Creates a barrier, protects and allows for the overlapping of different shades without staining or smearing.

Use: for each shade used, first mix the colour and developer, then add 3 g of **color split** for every 30 g of colour and mix well. Shake well before use.





**milk
shakē®**
NATURAL BEAUTY

z.one concept™

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