



**milk  
shake®**

NATURAL BEAUTY

z.one concept™



**milk  
shake<sup>®</sup>**  
NATURAL BEAUTY

EXPERIENCE BEAUTY NATURALLY

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**milk\_shake<sup>®</sup>** products make the most of the benefits of nature to offer dedicated solutions for all hair types. With natural ingredients such as milk and yogurt proteins and fruit extracts to enhance the hair's natural beauty.

## 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, SLS/SLES 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



daisy /  
bellis perennis



quinoa /  
hydrolyzed quinoa



sugar cane / saccharum  
officinarum



babassu /  
orbignya oleifera



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 /  
mel



jojoba /  
simmondsia chinensis



chestnut /  
hydrolyzed chestnut



mango /  
mangifera indica



milk /  
hydrolyzed milk protein



muru muru /  
astrocaryum murumuru



maracuja /  
passiflora edulis



buriti /  
maurititia flexuosa



raspberry /  
rubus idaeus



rice /  
oryza sativa



apricot /  
prunus armeniaca



shea butter /  
butyrospermum parkii



coconut /  
cocos nucifera



hibiscus /  
hibiscus sabdariffa



mint /  
mentha piperita



papaya /  
carica papaya



rosemary / rosmarinus officinalis  
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



k-respect  
the innovative anti-frizz smoothing system



natural care  
the sweetness of nature to nourish hair



leave in treatments  
shiny, conditioned hair



silver shine  
the secret to beautiful blond hair



colour whipped cream  
colourful foams with delicious fragrances



sos roots  
temporary regrowth coverage



sensorial mint  
revitalising regime with organic mint



sweet camomile  
vibrant highlights for blond hair



volume solution  
efficient long-lasting volumizing action



curl passion  
for longer-lasting, flexible curls



no frizz  
anti-frizz treatments for glossy hair



argan  
the beauty benefits of argan oil



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 steps



lifestyling  
**BRAID PRODUCTS**



sun&more  
beauty and sun protection



in good hands  
a touch of safe friendship



# 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 colour-treated 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.

# 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 and 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.

# moisture plus / deeply hydrated hair

A beauty source for your hair.



## moisture plus lotion hydrating lotion for dry hair

A concentrated lotion that gives softness and manageability to dry hair, maintaining the hair's optimal moisture balance. Leaves hair visibly healthy, soft and shiny. Contains organic papaya extract, **Integrity 41®** and hyaluronic acid for colour protection, with an anti-aging action. Paraben free.  
**Use:** distribute the entire contents of the tube evenly over clean, damp hair, particularly over lengths and ends. Leave in for 3-5 minutes. Rinse and proceed with the desired styling.



# integrity / restructures and nourishes all hair types

Restructuring treatments for glossy, healthy hair.



## nourishing muru muru butter nourishing butter for hair

A unique nourishing blend for a deep treatment. Leaves hair soft, nourished and lustrous immediately after the first application. Paraben free.  
**Use:** 1) very damaged hair: distribute over dry lengths and ends before cleansing, massage through and leave in for 3 to 5 minutes. Cleanse with nourishing shampoo and continue with nourishing conditioner. 2) dry hair: mix the nourishing butter with the intensive treatment, distribute over hair after cleansing, massage through and leave in for 3 to 5 minutes. Comb through, then rinse.



## nourishing shampoo nourishing shampoo for all hair types

Its formula with organic muru muru butter cleanses gently, nourishing and conditioning the hair instantly, eliminating frizz, leaving hair soft and radiant. Sulfate & paraben free  
**Use:** apply evenly to wet hair, lather, then rinse. Repeat if necessary.



## nourishing conditioner deep nourishing conditioner

Specifically formulated to condition and nourish all hair types. With organic muru muru butter to condition and nourish the hair. Paraben free.  
**Use:** apply evenly to clean, damp hair. Comb through and leave in for 2-3 minutes. Rinse well.



# integrity / restructures and nourishes all hair types

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



## intensive treatment deep nourishing treatment for all hair types

A specific formula with organic muru muru butter for all hair types that nourishes deeply and eliminates frizz, leaving hair conditioned, manageable and extremely soft and radiant. Paraben free.  
**Use:** distribute over clean, damp hair, massage through. Leave in for 3 to 5 minutes, comb through, then rinse.



## repairing hair concentrated repairing protein treatment

Concentrated repairing protein treatment with amino acids to restructure and strengthen damaged and chemically treated hair, leaving it soft and shiny. With organic muru muru butter to condition and nourish the hair.  
**Use:** distribute the entire vial over clean damp hair, massage, leave in 5 -10 minutes then rinse.



## incredible oil repairing and protective oil for damaged hair or split ends

A film-forming leave-in treatment formulated to protect hair from the heat from blow-drying, straightening and other stress factors that weaken the hair. It gives nourishment, detangles and helps seal the cuticle to counteract and prevent split ends, leaving hair incredibly shiny, manageable and light.  
**Use:** spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse. Proceed with blow dry and styling.

# integrity / hair reconstruction for all hair types

The reconstruction system that delivers the hair's essential components to restore its health and beauty.



## rebuilder / Step a intensive reconstruction treatment for damaged hair

A treatment containing naturally-sourced keratin, proteins and amino acids that penetrate into the hair fibre, restoring the hair's natural components. This treatment, when applied under a heat source, deeply nourishes damaged hair without weighing it down.  
**Use:** consult the technical guide. For professional use only.



## fibre sealant / Step b nourishing sealing treatment for damaged hair

Its specific formula seals and compacts the cuticle with a film-forming action, leaving hair regenerated and shiny. Contains naturally-sourced proteins and amino acids that restore that hair's natural components.  
**Use:** consult the technical guide. For professional use only.



## leave in treatment spray for damaged hair

A leave in treatment containing naturally-sourced keratin, proteins and amino acids with hyaluronic acid that has a deep hydrating action. Gives strength and consistency to the hair without weighing it down and improves manageability.  
**Use:** spray the product from roots to ends, insisting on the most damaged lengths. Proceed with styling.

# k-respect / the innovative anti-frizz smoothing system

Guarantees excellent results whilst respecting the hair, the client's health and the health of the hairdresser.



## preparing shampoo purifying shampoo for all hair types

Cleanses deeply, maintaining the hydration balance of the hair. Its alkaline pH helps to open the cuticles to prepare the hair for the straightening treatment.  
**Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary. For professional use only.



## smoothing treatment smoothing anti-frizz treatment for hair

A professional treatment for all hair types to remove frizz and create a long-lasting straightening action on the hair. Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action.  
**Use:** consult the technical guide. For professional use only.



## smoothing shampoo anti-frizz shampoo for hair

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41®** for hair colour protection.  
**Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with **milk\_shake® k-respect smoothing conditioner**.



## smoothing conditioner anti-frizz conditioner for hair

The ideal conditioner to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **Integrity 41®** for hair colour protection.  
**Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



## smoothing maintainer mist protective anti-frizz spray for hair

A treatment spray with an anti-frizz and anti-humidity effect that helps to maintain the hairstyle. Its special formula facilitates drying and reduces drying times, protecting hair from environmental aggressors.  
**Use:** apply generously over lengths and ends over clean, damp hair. Comb through and proceed with styling.

# 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 in 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. Paraben free.  
**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.



# colour training / perfect colour in between salon colour appointments

Practical, efficient and delicious products for intense hair colour without visible root regrowth.



## colour whipped cream no rinse coloured conditioning creamy foam

Formulated to condition and give an immediate and even colour tone to the hair. Contains milk proteins that condition and restructure the hair, special emollients that give long-lasting hydration, and the exclusive ingredient **Integrity 41**® that improves colour stability. The colour tone is easily removed via cleansing.  
**Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.



## sos roots instant hair touch up spray for roots

Covers grey hair regrowth perfectly until the next shampoo. Dries quickly. Ammonia-free.  
**Use:** shake well before use, dose onto the provided comb and apply to the regrowth area that requires coverage. Alternatively, direct the nozzle at approx. 10cm (4 in.) from the hair and spray lightly. Always apply to clean, dry hair.



# 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. SIs/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.



## sensorial mint invigorating spray refreshing and hydrating water spray

A fresh, energizing mint spray that envelops hair and skin in a fresh sensation of wellbeing. Perfect during the summer months or year-round after sports activities. Paraben free.  
**Use:** spray at approx. 20 cm from skin or hair. Avoid contact with eyes.

# 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. SIs/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.



# 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 & sles free.  
**Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk\_shake® 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.

# curl passion / specific formulas for bouncy, defined curls

The professional solution to hydrate and define curly hair.



## curl passion shampoo shampoo for curly hair

Cleanses and conditions all hair types gently and deeply, giving softness and manageability. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41®** and quinoa proteins. Paraben & sulphate free.  
**Use:** distribute evenly over damp hair, lather, then rinse. Repeat if necessary. Proceed with **milk\_shake® curl passion conditioner**.



## curl passion conditioner conditioner for curly hair

Ideal for all hair types to give softness and manageability without weighing the hair down. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41®** and quinoa proteins. Paraben free.  
**Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse. Proceed **milk\_shake® curl passion leave in spray**.



## curl passion leave in leave in spray for curly hair

A treatment spray, ideal to give softness and manageability. Helps to make curls bouncy, flexible and long-lasting. Contains organic pracaxi and babassu oils, milk proteins, fruit extracts, **Integrity 41®** and quinoa proteins.  
**Use:** distribute evenly over clean, damp hair and proceed with 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. Smoothens 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 20-30 cm after styling.

# argan / the beauty benefits of argan oil

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



## argan shampoo organic argan oil shampoo for all hair types

Gentle, sulfate free shampoo. Gently cleanses thanks to the unique formula with organic argan oil and wheat and rice proteins. Instantly moisturises, conditions and nourishes while counteracting frizz, leaving hair soft and shiny and maintaining colour. Sulfate free.  
**Use:** distribute through wet hair and lather. Rinse. Repeat if necessary.



## argan deep treatment deep treatment for all hair types

Nourishing organic argan oil and wheat protein formula that eliminates frizz. Suitable for all hair types. 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 through and rinse.



## 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.

daily / daily wellbeing for your hair

The best cleansing and conditioning regime for daily use.



daily frequent shampoo  
shampoo for frequent use

Gentle 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. Paraben & sles free. **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. Paraben free. **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

Specifically formulated 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. Sles free. **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 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.



## 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 and 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 and 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 steps

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



## amazing anti-humidity protective styling spray for hair

HOLD □□□□ VOL ■■□□ SHINE ■■■■

A pre-styling spray capable of eliminating frizz with a long-lasting result. The special polymers within its formula are heat-activated, creating a film-like effect over the hair that protects hair from humidity, protects hair colour and maintains the hairstyle for longer. Its formula, enriched with fruit extracts, gives a shiny, glossy finish with a mirror-like effect. It reduces drying time, protects from heated styling tools, doesn't leave residue and doesn't weigh the hair down.  
**Use:** spray generously and evenly over clean, damp hair. Comb and proceed with the desired style.



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

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 20-30 cm 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. 20-30 cm 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. 20-30 cm 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 20-30cm 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**<sup>®</sup>, organic fruit extracts, milk proteins and a UV filter.  
**Use:** spray at 20-30 cm 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**<sup>®</sup>, 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 / gives definition, hold, and transforms hair in a few steps

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



## 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.



## blow-dry primer pre-styling lotion for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Ideal to give hair greater body and texture. Its specific dispenser transforms the product into a soft foam that is easy to distribute evenly over the hair. It protects from heat, reduces drying time, helps hairstyles last longer and prevents colour-fading. It contains quinoa proteins, **Integrity 41°**, organic fruit extracts, milk proteins and a UV filter.  
**Use:** dose the necessary quantity and apply to clean, damp hair. Proceed with the desired style.



## powder pop volumizing powder for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

A weightless and light styling powder that is ideal to give volume with a matte finish.  
**Use:** distribute a small quantity of product to the roots of dry hair or to the hands, and proceed with styling.



## medium hold gel medium hold styling gel

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives hold to any hair style to create defined styles with a memory effect, giving incredible shine. Gives structure to fine hair and gives body and definition to curls with an anti-frizz effect. Quick to dry, it doesn't leave any residue on the hair.  
**Use:** work a small quantity through the fingers and apply to damp or dry hair.



## curl shaper shaping fluid for curly hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Ideal for defined and enduring curls. It intensifies the hair's natural texture, giving control to defined curls and perfecting soft waves. Its specific formula guarantees an anti-frizz action, shine, and colour protection.  
**Use:** apply to clean, damp hair and proceed with styling.



## fixing paste strong hold paste for hair

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

Gives texture and structure to the style with strong, flexible hold. Its texture makes it easy to apply and workable.  
**Use:** Take a small quantity of product and work it between the palms of the hands. Distribute over damp or dry hair, then shape as desired.

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

A hair styling line to create infinite looks.



## 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.

# lifestyling / braid products

Create your perfect braid look.



## grease braid defining wax

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



Gives a touch of shine and is ideal to create perfect separations, braids and knots.  
**Use:** apply to dry hair and style.

## lotion braid defining lotion

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



A light and flexible lotion for the hair that is perfect for creating braids and knots.  
**Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.

## cream braid styling cream

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



A light and flexible cream, ideal for creating braids and knots.  
**Use:** apply to damp or dry hair, then proceed with the creation of the braid. For greater definition, apply a small quantity of product to the fingertips before braiding.

A complete range of sun care products for hair and body.



all over shampoo  
hair & body moisturizing shampoo

A ‘two-in-one’ cleansing and soothing formula for hair and body, ideal after swimming in the sea or pool, or year-round to leave skin soft and protect hair from the lightening and dehydrating effects of the sun. Ideal for dynamic, practical people. Enriched with a UV filter, vitamin E and natural selected ingredients, for invigorated, healthy skin and hair. Contains muru muru butter, quinoa proteins, hibiscus oil, organic passion fruit oil, organic argan oil, vitamin E, UV filter.  
**Use:** distribute over damp hair and body, lather and rinse. Repeat if necessary. For best results, follow with the **beauty mask** to optimize the replenishing effects on the hair.



beauty mask  
intensive nourishing hair mask

Intensive nourishing and conditioning mask for hair to be used after shampooing to soothe the damaging effects of the sun, salt, wind and chlorine. Its deep action, created through the synergy of conditioning ingredients with natural extracts, a UV filter and vitamin E, leaves hair soft, radiant and manageable. Contains muru muru butter, quinoa proteins, hibiscus oil, organic passion fruit oil, organic argan oil, sweet almond oil, rice oil, vitamin E, UV filters. Paraben free.  
**Use:** apply to clean, damp hair. Leave in for 2-3 minutes and rinse.



incredible milk  
leave in treatment for all hair types

A spray mask with 12 cosmetic benefits in a ‘sun edition’, with added UV filters, to give all the necessary elements to protect hair during the summer. No rinse formula.  
**1.** repairs all hair types **2.** tames frizz **3.** prevents split ends **4.** protects from heat **5.** gives manageability **6.** detangles **7.** gives incredible shine **8.** gives body and volume **9.** enhances use of flat or curling irons **10.** protects and maintains colour **11.** protects from UV rays **12.** smoothens the cuticle. Contains muru muru butter, quinoa proteins, milk proteins, vitamin E, UV filters, and blackberry, mango, papaya and raspberry extracts.  
**Use:** apply to damp hair, distribute and style.



pleasure oil  
emollient soft oil for body & hair SPF 6 • low protection

Ideal for use at the seaside or by the pool to hydrate body and hair, or to be applied after showering in order to leave skin soft, supple and hydrated. Its silky “dry oil” texture gives UVB/UVA protection and is ideal for dark skin or skin that is already tanned, with nourishing and soothing actions from vegetable oils, for safe, sun-kissed skin. Contains organic argan oil, hibiscus oil, organic passion fruit oil, UV filters.  
**Use:** shake well, then spray and distribute over hair and body. Apply an even amount to skin, being careful to cover exposed skin at least 20 minutes before sun exposure. Repeat application after bathing, showering or sweating.



sunscreen milk  
body sunscreen emulsion SPF 15 • medium protection

A light and soothing formula that is easy to distribute and quickly absorbed. Enriched with plant emollients and UVB/UVA photostable UV filters, it protects and nourishes the skin with its pleasant, non-greasy texture and a sweet, summery scent. Contains organic argan oil, shea butter, UV filters.  
**Use:** apply an even amount to skin, being careful to cover exposed skin at least 20 minutes before sun exposure. Repeat application after bathing, showering or sweating.



face cream  
sunscreen cream for face and neckline SPF 50+ • very high protection

Specific sun protection for the delicate skin of the face and neckline. Its light texture is rapidly absorbed and easily applied, without leaving residue. With a precious illuminating and anti-spot active ingredient that also helps to keep the skin nourished and protected.  
**Use:** Apply a generous amount evenly to all necessary areas before sun exposure. Repeat the application frequently to maintain protection, especially after perspiring, bathing or towelling.



# sun&more / beauty and sun protection

Protection and hydration for golden skin and radiant hair.



## sensual lotion after sun hydrating milk

Protects and hydrates skin with its strong soothing active ingredient with a mix of soothing vegetable extracts for a long-lasting tan. It counteracts the dehydrating effects of the sea, sun and swimming pool, improving radiance, tone and elasticity, giving skin incredible softness. Contains organic muru muru butter, hibiscus oil, organic passion fruit oil, organic argan oil, rice oil, sweet almond oil, allantoin and UV filters.  
**Use:** apply to skin and distribute until absorbed.



# in good hands / practical and efficient sanitising solutions

Sanitising products for peace of mind.



## cosmetic sanitising gel for hands

A practical and useful solution to cleanse and sanitise hands deeply and instantly, leaving skin soft. Dries quickly without residue and does not require water.  
**Use:** apply the gel to the hands and distribute until absorbed. Do not rinse.  
AVAILABLE IN SIZES 100ml & 500ml



## cosmetic sanitising spray for hands

Cleanses and sanitises hands deeply and instantly, leaving skin soft. The practical spray makes it useful both at home and when out and about. Dries quickly without residue and does not require water.  
**Use:** spray generously and evenly over hands. Do not rinse.  
AVAILABLE IN SIZES 250ml & 500ml



**milk\_shake®** NATURAL SENSUALITY,  
A NEW BEAUTY IDEAL

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

# milk shake<sup>®</sup>

C O L O U R

A WORLD OF COLOURING DESIGNED BY **milk\_shake<sup>®</sup>**

The new generation of **milk\_shake<sup>®</sup>** 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 permanent colour



9 minutes  
permanent hair colour that guarantees maximum results in just 9 minutes



delicate  
delicate ammonia-free colouring oil



smoothies  
semi-permanent colour for excellent results



direct colour  
maximum performance in direct colouring



hair cocktails  
delicate toning and conditioning treatment



colour sorbet  
refreshes colour for a fresh and shiny tone



decoloric  
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. Contains milk proteins, amino acid complex, sunflower oil, organic honey and blueberry extracts, a protective UV filter, conditioning agents and selected hydrating ingredients. Sles/sls free.  
**Specific oxidisers:** milk\_shake® oxidising emulsion 5 / 10 / 20 / 30 / 40 volumes.



## 9 minutes

quick conditioning permanent hair colour

Conditioning permanent hair colouring cream that works in just 9 minutes. A quick, delicate and conditioning hair colour that gives incredible shine and vibrant colour. Guarantees maximum grey coverage with a long-lasting result. Contains hyper-fermented daisy extract: an innovative active ingredient which is a worldwide exclusive and rich in proteins, amino acids, and vitamins. The conditioning base is also enriched with an amino acid complex\*, sunflower oil and blueberry extract. Sls & sles free.  
**Specific oxidisers:** milk\_shake® oxidising emulsion 5 / 10 / 20 / 30 / 40 volumes.



## delicate

permanent hair colouring oil

Ammonia-free permanent colouring oil for a delicate, natural, long-lasting result. Its oil-based formula with organic oils takes care of the hair fibre, respecting its structure. Perfect grey coverage. Fragrance free.  
**Specific oxidisers:** milk\_shake® oxidising emulsion 5 / 10 / 20 / 30 / 40 volumes.

# direct colour & exclusive colour services /

colour and shine in delicate and versatile formulas and treatments

Creative chromatic effects for shiny and radiant hair colour tones.



## 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:** light activating emulsion, activating emulsion and intensive activating emulsion.





direct colour & exclusive colour services /  
colour and shine in delicate and versatile formulas and treatments

Creative chromatic effects for shiny and radiant hair colour tones.



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  
/ delicate toning and conditioning treatment

direct shine cocktail  
/ conditioning and shine-enhancing treatment

argan cocktail  
/ leave-in deeply nourishing and shine-enhancing treatment



colour sorbet  
/ Revives colour in colour-treated hair, maintaining the hair colour's intensity for longer  
/ Gently tones lightened hair for fresh and fun results whilst nourishing and conditioning the hair  
/ Gives a touch of intense shine to natural hair colour.



The new  
refreshing  
**COLOUR  
SERVICE**  
by **milk\_shake®**



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.



light & colour  
conditioning lightening and toning powder for hair

A dust-free formula that is easy to blend, lightening and colouring the hair at the same time in just 15 minutes, with a professional result. Creates a pleasantly fragranced emulsion that doesn't run, expand or dry out and maintains the right dampness during application.

**Specific oxidisers:** milk\_shake® oxidizing emulsion 5 / 10 / 20 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.

decologic /  
technology and nature combined to satisfy all hair lightening needs

Every solution for perfect blonds.



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.



black light  
black lightening cream for hair for intense lift with cool tones

Its innovative technology lightens up to 7 levels whilst eliminating unwanted warm tones. A black lightening cream with a double action: the charcoal and dark pigments inhibit warm melanin within the hair, giving natural, neutralised or grey tones, whilst the fruit sugar complexes repair and protect the hair during lightening. Suitable for all lightening techniques, it doesn't run or expand. For professional use only.  
**Specific oxidisers:** **milk\_shake® oxidizing emulsion** 10 / 20 / 30 / 40 vol.





# illuminate /

gentle hair lightening

Lightening products for naturally glossy blond hair.



## quick light

instant lightening fluid for hair.

**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.  
**Use:** consult the technical guide. For professional use only.



## conditioning lightening oil

conditioning lightening oil for hair

**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.  
**Specific oxidisers:** **milk\_shake® oxidizing emulsion** 10 / 20 / 30 / 40 volumes.



## pure pigment

concentrated colouring for hair

An ammonia-free concentrated colour with an immediate action, efficient for both untreated or colour-treated hair. Gives creativity to the lightening process, tones and illuminates the hair with creative, chromatic effects. Available in shades: **gold, red, blue, violet, copper, brown.**  
**Use:** consult the technical guide. For professional use only.

# oxidizing emulsions /

specific revealers for maximum colour expression.

Perfect results to protect the hair.



## oxidizing emulsion

cream developer

An oxidizing emulsion formulated to be used for colouring and lightening services in combination with **milk\_shake®** technical products. With milk proteins, honey, fruit extracts, and the exclusive ingredient **Integrity 41®**, which protects hair colour for longer. Available in 5, 10, 20, 30, 40 vol.  
**Use:** follow the instructions of the product with which it is being mixed.



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



# oxidizing emulsion /

specific revealers for maximum colour expression

Make colour perfect.



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



# colour specifics /

essential products for the maximum expression of colour

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.



## 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 quaternary 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.

\*Biogenius Technology is a patented technology that encapsulates specific active ingredients and channels them onto the hair for a deep and long-lasting action

# colour specifics /

essential products for the maximum expression of colour

Beautiful results are achieved with little adjustments.



## 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 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 allow 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.

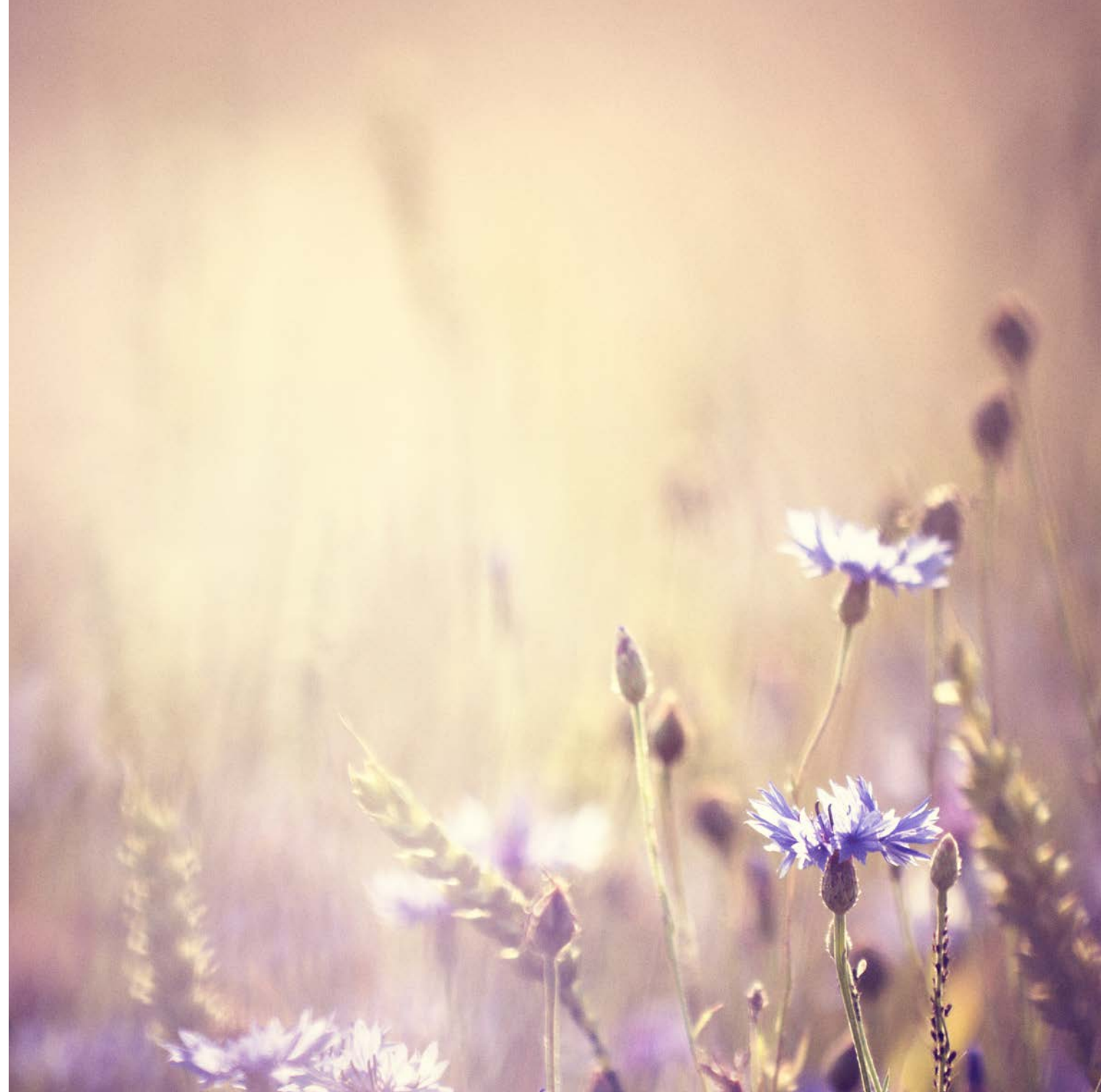
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