

A woman with voluminous, curly brown hair is the central figure. She is holding a single strand of her hair between her fingers, bringing it to her lips as if about to kiss it. She is looking upwards and to the side with a soft, contemplative expression. She is wearing a pink denim-style top with straps. The background is a soft-focus indoor setting with light-colored walls and a hint of a window or doorway.

**milk
shake[®]**
NATURAL BEAUTY

Find your **natural beauty**

milk_shake®
isa range of professional
hair care products
that believes in
**simple, joyful,
spontaneous beauty.**





**milk
shake**
moisture
& more

conditioner

moisturising conditioner
for dry hair
crema condizionante
per capelli secchi
crema acondicionadora
hidratante para cabelos secos
crème conditionnante
hydratante pour cheveux secs

with organic papaya
extract and hyaluronic acid
paraben free

250 ml e 8.4 fl.oz

**milk
shake**

**whipped
cream
leave-in foam**

no rinse
conditioning &
protective creamy foam
for all hair types
mousse cremosa
condizionante e protettiva
senza risciacquo
per tutti i tipi di capelli

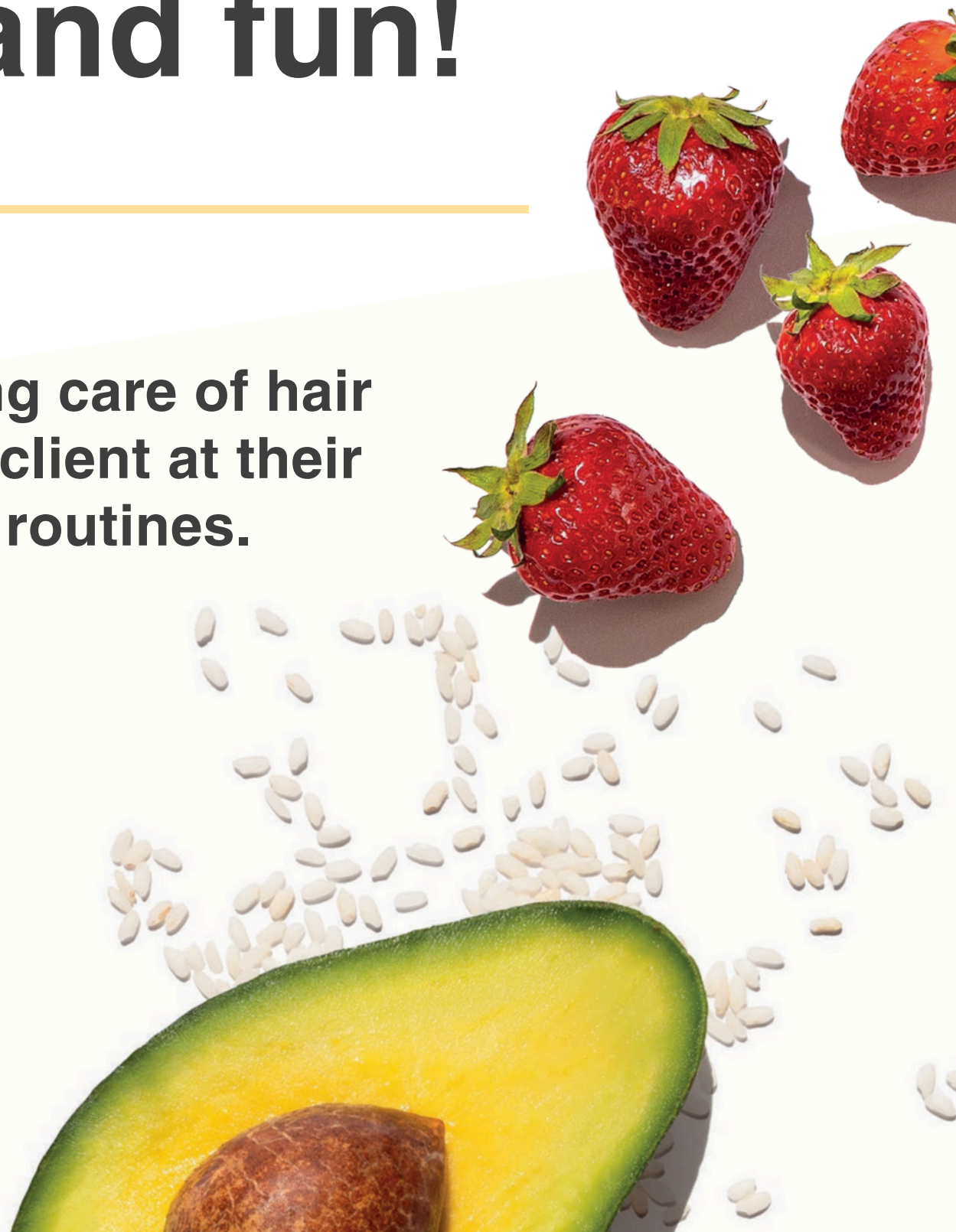
milk proteins



Haircare? Effortless... and fun!

We believed that taking care of hair means to make every client at their best without complex routines.

Playful products and soft textures, combined with irresistible fragrances that envelop the senses at each use, **milk_shake®** products are designed to create moments of pure happiness with your clients in salon.



The science behind milk and fruit



We develop high quality formulas
that take care of all hair types.

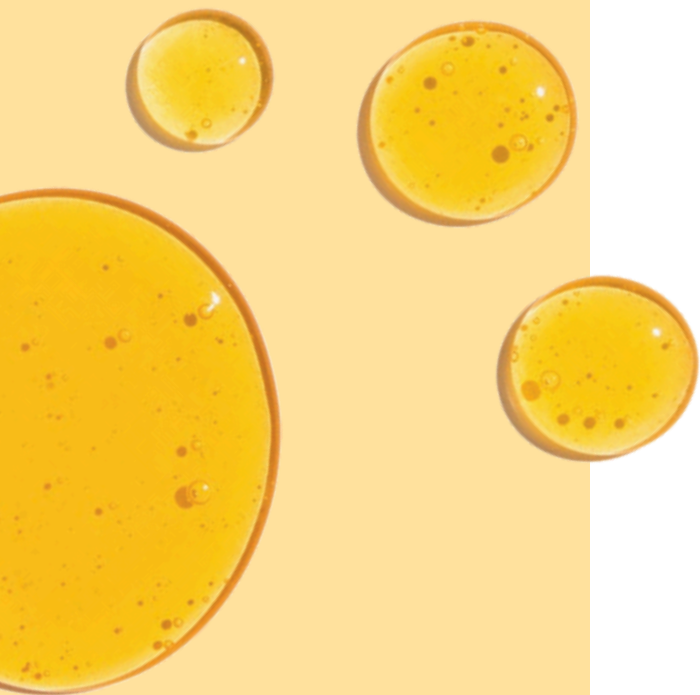
Milk proteins, rich in amino acids, act deeply on the hair, repairing surface damage and leaving hair silky and soft from the very first application. The precious vitamins and minerals within our **fruit extracts** nourish the hair and combat oxidative stress, keeping hair younger and strong.



Happiness begins in the salon

milk_shake® products
have creamy, soft textures and
unmistakable sweet, milk and
fruity fragrances that make
cleansing and styling a delight.

We believe that sharing **milk_shake®** with customers
in the salon should be a joyful experience.
Enjoy our gorgeous fragrances and have fun, allowing
your clients to experience our **milk_shake®** products.

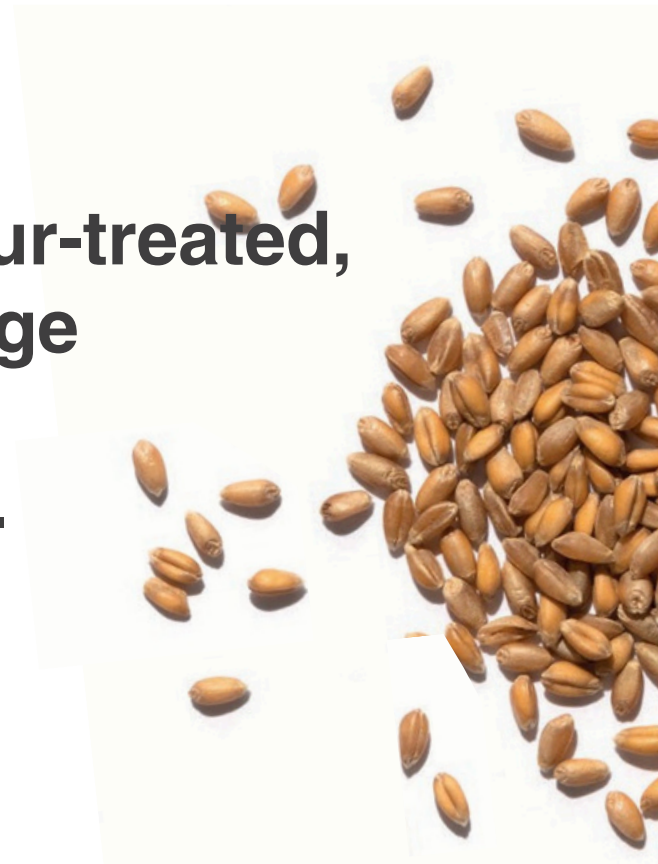




Precious ingredients for all hair types

milk_shake® caters to all hair types.
Curly, straight or wavy, natural or colour-treated,
damaged, dry or greasy, we have a range
for every need, each one focusing
on a precious natural active ingredient.

Peach, papaya, blueberry, strawberry, grape, wheat germ:
these and many more ingredients are featured in our
products which include shampoos, conditioners, styling
products, colour, masks and oils.



make my day
Soft, shiny hair



leave-in treatments
Shiny, manageable hair



incredible
Nourishment and protection
for all hair types



colour care
Protection for colour-treated hair



flower vibes
Manageability and protection for colour-treated hair with vegan-friendly formulas



moisture & more
Visibly fuller hair



integrity
Restructuring and nourishing for all hair types



silver shine
For cold blonds with a more natural tone



icy blond
For cool blonds with ash tones



cold brunette
Neutralises copper tones in brown hair



pink lemonade
Delicate pink tones for blond or lightened hair



curl passion
Specific formulas for bouncy, defined curls



volume solution
An efficient and long-lasting volumizing action



donut care
The zero waste alternative to a traditional shampoo



scalp care
High performance products for scalp and hair



natural care

Thenourishing properties of yogurt
to strengthen all hair types



argan

Preciousargan oil for shiny,
silky hair



no frizz

Soft,shinyand frizz-free hair



sun&more

Beautyprotectionunder the sun



k-respect

Anti-frizzsmoothing system



insta.light

The glasshair,
that visibly reflects the light



lifestyling

Model,defineand fix the hair in few steps



colour whipped cream

Colourful foams thatrevive haircolour
and give delicate temporary colour tones



sos roots

Instantly covers regrowth



make my day

The complete range with a simple routine that leaves hair soft, manageable and shiny.



make my day shampoo

milkshampooofersupersofthair

A beauty blend of milk proteins and strawberry, goji berry and raspberry extracts with a gorgeous fragrance that leaves hair soft and shiny. Its creamy texture makes this delicate shampoo perfect for all hair types without removing the hair's protective film. **Use:** distribute evenly over damp hair, lather and rinse.



make my day conditioner

milk conditioner for super soft hair

A creamy milk texture with a gorgeous fragrance that helps to detangle and smooth hair without weighting it down. Milk proteins nourish the hair deeply; strawberry, goji berry and raspberry extracts have a revitalising effect, leaving hair strong and shiny. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.



make my day mask

intensivenourishingmilkmask for super soft hair

Ideal for all hair types, it restores the hair's softness and shine. The intensive action of milk proteins nourishes the hair, making it strong and elastic. When mixed with the milk_shake® make my day boosters, it strengthens their specific action on the hair. For professional use only. **Use:** mix with one sachet of milk_shake® make my day mask booster according to hair needs. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day strawberry booster

nourishing serum for fine or chemically-treated hair

A liquid serum with strawberry with regenerating and nourishing properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of milk_shake® make my day mask. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day papaya booster

hydrating serum for dry, coarse hair

A liquid serum with papaya with hydrating and illuminating properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of milk_shake® make my day mask. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



make my day blueberry booster

colour-protectionserumforcolour-treatedorlightened hair

A liquid serum with blueberry with strengthening and colour protective properties. The additional prickly pear active ingredient gives hair protection and nourishment. For professional use only. **Use:** mix with one sachet of milk_shake® make my day mask. Apply to clean, damp hair, applying over lengths and ends, process for 10 minutes and rinse well.



leave-in treatments

Versatile products that are easy to use,
to give hydration and make hair manageable.



whipped cream

**no rinse conditioning & protective creamy foam
for all hair type**

Formulated to condition hair, maintaining its moisture balance. Milk proteins condition and restructure the hair, whilst specific emollient ingredients give long-lasting hydration and the exclusive ingredient **Integrity 41®** protects hair colour. **Use:** shake well, hold upside down and dispense. Apply to clean, damp hair, then style.



leave-in conditioner

leave-in conditioner for all hair types

Conditioning spray for normal or 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

Nourishment and protection for all hair types.
For resistant and incredibly smooth and shiny hair.



incredible milk

12 effects / leave in for all hair types

Milk cream smooth and soft. Gently wrap the hair giving protection, nourishment and incredible softness **1.** Repairs all hair types **2.** Controls frizz **3.** Prevents split ends **4.** Protects from heat **5.** Improves hold **6.** Exceptional detangling **7.** Leave 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.** Seals the cuticle. **Use:** spray onto damp, lather and style as desired. Do not swallow.



incredible oil

illuminating and protective oil

Infuse with argan and sunflower oil enriched with papaya extract. Creates a protective film that perfectly seals cuticles. Prevents breakage and gives incredible brightness for incredibly soft, smooth and shiny hair. **Use:** as pre-styling, spray evenly over clean, damp hair and comb through to distribute the product evenly. Do not rinse and proceed with drying. As finish, apply the products on the hands and distribute evenly on ends and lengths.



incredible serum

fortifying serum

Enriched with milk protein and fruit extract with a deep action on the scalp. It fortifies hair from birth to leave incredibly resistant and shiny lengths. Quick absorption. Gives pleasant sensation and protects the scalp, keeping ideal condition for shiny hair. **Use:** divide the hair and apply daily 1-2 dropper on damp or dry hair. Distributes evenly and massage softly. Style as usual.



colour care

Protectivetreatmentsforcolour-treated hair. The products improvehaircolourstabilityandkeep colour looking fresh for longer.



colour maintainer shampoo
hydratingandprotectiveshampoooforcolour-treated hair
Gentle shampoo that hydrates and protects colour-treated hair. Contains milk proteins that restructure the hair deeply and the exclusive ingredient **Integrity 41®** to improve colour stability. Paraben & sls free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner
conditioner for colour-treated hair
Formulated to hydrate and protect 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. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.



deep conditioning mask
intensivemaintenanceconditionerfor colour-treated hair
A formula created to improve long-lasting colour stability with a concentrate of specific active ingredients. It detangles and protects hair, enhancing that hair's shine, softness and vitality. Paraben free. **Use:** apply to clean, damp hair, leave in for a few minutes, comb through and rinse.

flower vibes

Protectivetreatmentsforcolour-treated hair, withvegan-friendlyformulasandhigh performing plant-based ingredients.



colour maintainer shampoo/flower fragrance
hydrating and protective shampoo for colour-treated hair
Gentle shampoo that hydrates and protects colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties.The exclusive ingredient **Integrity 41®** improves colour stability. Paraben free. **Use:** apply to wet hair, lather and then rinse.



colour maintainer conditioner/flower fragrance
conditioner for colour-treated hair
Formulated to hydrate and protect colour-treated hair. It contains moringa extract and soy protein with nourishing and protective properties. The exclusive ingredient **Integrity 41®** improves colour stability. Paraben free. **Use:** apply to clean, damp hair. Leave in for 2 to 5 minutes. Comb through, then rinse thoroughly.



whipped cream /flower fragrance
no rinseconditioning&protectivecreamyfoam for all hair types
Formulated to condition the hair, maintaining its moisture balance. Contains moringa extract and soy proteins with a nourishing and protective action and **Integrity 41®**, that guarantees long-lasting colour. **Use:** shake well and hold upside down to dispense. Apply to clean damp hair, then style.



leave-in conditioner /flower fragrance
leave-in conditioner for all hair types
Spray conditioner for normal or dry hair, it gives manageability to damaged hair, protecting the hair shaft and enhancing the moisture balance of the hair, leaving it shiny, soft and with a gorgeous fragrance. It contains moringa extract and soy protein with nourishing and protective actions, and hyaluronic acid that plumps up the hair. The exclusive ingredient **Integrity 41®** protects hair from colour-fading. Paraben free. **Use:** spray evenly onto clean, damp hair, concentrating on more damaged areas. Style as desired.



moisture&more

Maximum hydration that makes hair feel fuller, more resistant and shinier, day after day.



incredible milk flower fragrance

12 effects / leave in for all hair types

Intensive spray mask for all hair types with moringa extract and soy protein with nourishing and protective properties. **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.



moisture&more shampoo

moisturising shampoo for dry hair

This delicate, conditioning shampoo cleanses hair, enveloping it in a soft, fruit-scented lather. Hyaluronic acid maintains optimal moisture balance and replenishes hair leaving it strong and shiny, **Integrity 41®** ensures perfect colour protection. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** distribute evenly over damp hair, massage and rinse. Repeat if necessary. Proceed with milk_shake® **moisture&more conditioner**.



moisture&more conditioner

moisturising conditioner for dry hair

Its light formula, imbued with the fresh fragrance of tropical fruit, conditions hair deep down, leaving it moisturised and manageable. It contains hyaluronic acid which maintains optimal moisture balance and replenishes hair, leaving it strong and shiny, plus organic papaya extracts for conditioning. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** distribute evenly over clean, damp hair, leave in for a few minutes and rinse. Proceed with milk_shake® **moisture&more whipped cream** for added conditioning.

moisture&more lotion

moisturising lotion for dry hair



An ultra-concentrated lotion formulated with a blend of hyaluronic acid and papaya extract to rapidly restore moisture, plump the hair and provide essential nutrients. Formulated with niacinamide with an antioxidant and smoothing effect on the hair. The hair immediately appears stronger, softer and more radiant. Paraben free. **Use:** distribute the entire contents of the tube evenly over washed and towel-dried hair, paying particular attention to the lengths and ends. Leave on for 3 to 5 minutes. Rinse and proceed with the desired styling.



moisture&more whipped cream

no rinse, moisturising, protective mousse for dry hair

Ideal pre-styling treatment that maintains the correct moisture balance while conditioning hair. Enriched with hyaluronic acid and organic papaya extract, it replenishes hair leaving it light and shiny. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. **Use:** shake well and dispense the required amount. Apply on clean, towel-dried hair, then style as usual.



moisture&more

Maximum hydration that makes hair feel fuller, more resistant and shiny, day after day.



moisture&more serum

moisturisingandilluminatingserum for dry hair

Moisturises hair deep down and seals the cuticles for instant shine. Enriched with hyaluronic and organic papaya extract, it replenishes hair and rapidly restores moisture. Formulated with niacinamide which has an antioxidant and smoothing effect on hair. Its imperceptible texture leaves hair feeling light and bursting with vitality. **Use:** apply a small amount of serum on dry hair with your hands and distribute on lengths and ends. Do not rinse.



integrity

Restoresthehair'snatural components, forrestructuredandstrengthened hair.



nourishing shampoo

nourishing shampoo for all hair types

Its formula with organic muru muru butter cleanses gently, nourishing and conditioning the hair instantly, removing 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.



intensive treatment

deepnourishingtreatmentfor all hair types

A specific formula with organic muru muru butter for all hair types that nourishes deeply and removes 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.



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 milk_shake® integrity nourishing shampoo and continue with integrity nourishing conditioner. 2) dry hair: mix the integrity nourishing muru muru butter with the integrity intensive treatment, distribute over hair after cleansing, massage through and leave in for 3 to 5 minutes. Comb through, then rinse.

integrity reconstruction system

The in-salon service that rebuilds the hair’s essential components to restore the hair’s beauty.



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.



rebuilder / fasea

Intensivereconstruction 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. For professional use only. **Use:** wash beforehand with **milk_shake® deep cleansing shampoo**, divide the hair into four sections and apply **integrity reconstructor** evenly. Massage with fingertips and move on to step b with **fibre sealant**.



fibre sealant / faseb

nourishingsealingtreatment 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. For professional use only. **Use:** apply to hair after **milk_shake® integrity reconstructor** and massage on the most damaged areas. Distribute evenly with a comb and leave on for 10 minutes under a heat source. Rinse thoroughly and apply **integrity leave-in**.



leave-in

treatmentspray 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.

silver shine

A professional toning range formulated to neutralize golden and intense golden (yellow) tones typical in blonds, lightened or naturally grey-white hair, giving a cold blond with a more natural tone.



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

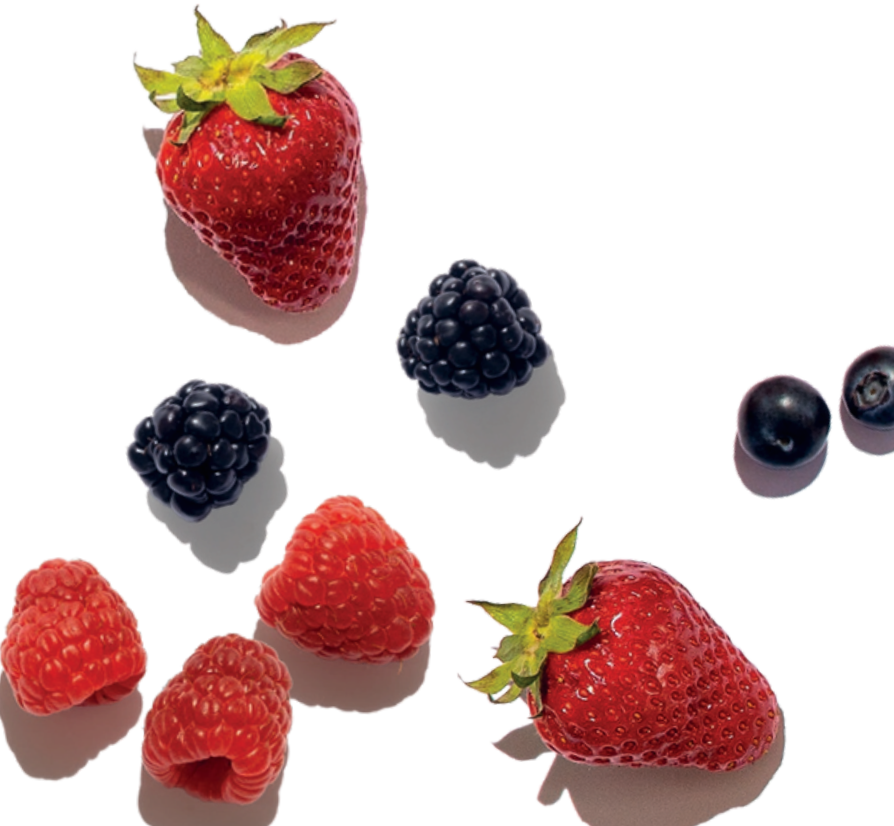
Formulated with milk proteins, organic mixed berry extracts and **Integrity 41®** to condition the hair whilst maintaining its moisture balance and preserving hair colour, enriched with a special violet pigment that neutralizes yellow and golden tones common in white, grey, blond or lightened hair. Gives manageability and leaves hair shiny, soft and healthy. **Use:** shake well, point downwards and dispense product. Apply to clean, damp hair. Style as usual.



silver shine toning spray

specific toning spray for blond or grey hair

A leave-in spray with a specific violet pigment that neutralizes unwanted brassy, yellow/golden tones in hair. It strengthens and hydrates hair, giving it a healthy appearance as well as detangling and improving manageability. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx 30 cm from hair.



icy blond

A professional toning line developed to counteract the copper-golden and copper (yellow-orange) tones typical of lightened hair. Ideal for very clear and platinum hair, gives a cold blond ash tone.



icy blond shampoo

specific shampoo for blond hair

Cleanses hair gently with a specific black pigment that counteracts yellow or orange tones in blond or lightened hair, giving ash tones. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The milkshake® icy blond products contain pigments which can give a very intense result on porous hair; once the desired result has been reached, alternate with a different shampoo to maintain the results. Proceed with **icy blond conditioner**.



icy blond conditioner

specific conditioner for blond hair

Formulated with a specific black pigment, it gives hair softness whilst counter-acting yellow or orange tones in blond or lightened hair, giving ash tones. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** after cleansing, apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. The milkshake® icy blond products contain pigments which can give a very intense result, especially on porous hair; once the desired result has been reached, alternate with a different conditioner to maintain the results.



icy blond toning spray

specific toning spray for blond hair

A no rinse spray formulated with a specific black pigment that counteracts brassy, yellow and orangey tones in blond or lightened hair, giving ash tones. Strengthen and hydrates the hair, giving a healthy and bright appearance whilst detangling and improving maneageability. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx. 30 cm from hair.

cold brunette

The range to counteract red/orange tones, removing unwanted warm tones from natural or colour-treated brown, light brown or dark blond hair.



cold brunette shampoo

specific shampoo for brown hair

Cleanses hair gently with a special blue pigment developed to remove warm tones - red/orange - from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** apply evenly over damp hair, leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more. Proceed with milkshake® **cold brunette conditioner**.



cold brunette conditioner

specific conditioner for brown hair

Formulated with a special blue pigment, it gives hair softness and removes warm tones - red/orange - from brown hair. Milk proteins restructure the hair deeply, giving hair a healthy, vibrant appearance. **Use:** after cleansing, apply to damp hair and leave in for a few minutes, then rinse. For a more intense result, leave in for a few minutes more.



cold brunette toning spray

specific toning spray for brown hair

Formulated with a special blue pigment that counteracts warm, brassy, red/orangey tones in brown hair. It strengthens and hydrates hair, giving the hair a healthy appearance. **Use:** shake well and spray evenly over clean, damp hair at approx. 10-15 cm from hair, comb through and proceed with drying. As a daily touch-up, spray over dry hair at approx. 30 cm from hair.



pink lemonade

Delicate pink tones for blond or lightened hair, the perfect routine for a glamorous look that doesn't modify the hair's natural base colour.



pink lemonade shampoo

gentle shampoo for blond or lightened hair

Contains pigments that give hair a touch of pink. Milk proteins give hair strength and nourishment and pink grapefruit has a conditioning and invigorating effect. **Use:** apply evenly to damp hair. Lather, then rinse. Repeat if necessary. For best results, leave on for 2 to 5 minutes. Follow with milk_shake® **pink lemonade conditioning cream**.



pink lemonade conditioner

conditioning cream for blond or lightened hair

Formulated with pink pigments, it softens hair while adding pink tones. Colour intensity may vary depending on how long it is left on for and how often it is applied. Milk proteins give hair strength and nourishment and pink grapefruit has a conditioning and invigorating effect. **Use:** after washing hair, apply evenly to damp hair or to select strands to create fashion effects. Leave on for 5 to 20 minutes depending on the desired intensity, then rinse thoroughly.



curl passion

The specific range to reveal the natural beauty of 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 with milk_shake® **curl passion leave-in**.



curl passion mask

mask for curly hair

Nourishes and hydrates, fighting frizz and improving the appearance of curly hair. Babassu oil softens and tames curls while pracaxi oil detangles, leaving hair soft and shiny. **Use:** apply to washed and towel-dried hair and comb through. Leave on for 5-10 minutes and then rinse.



curl passion leave-in

leave in spray for curly hair

A treatment spray, ideal to give softness and manageability to curly hair. 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 and proceed with styling.



curl passion primer

perfect curl primer

Ideal for preparing curls for styling or maintaining natural curly looks. Pracaxi oil detangles and hydrates curls while sealing the cuticles. Achieving lasting curls has never been easier. Leaves hair soft and radiant. Can also be used the day after styling to maintain the shape of curls. Perfect for drying with a brush or diffuser. **Use:** as a primer, spray onto washed and towel-dried hair. As a retouch product, spray onto dry hair from a distance of about 20 cm.



curl passion shaper

styling fluid for curly hair

Perfect for creating separate, defined curls. It enhances the natural shape of curls and guarantees and perfects softer waves. The special formula eliminates frizz and protects colour, leaving hair radiant. **Use:** apply to towel-dried hair and style as desired.



curl passion perfectionist

styling cream for curly hair

Styles and tames curly hair while giving definition. Banishes frizz, for soft, shiny, defined curls. Contains quinoa proteins, **Integrity 41®** fruit extracts and milk proteins. **Use:** apply to towel-dried hair and style as desired.



curl passion defining gel

ultra-definition gel

Delivers flexible hold for defined, radiant curls with natural movement. Protects hair against humidity and smoothes and seals the cuticles while banishing frizz, for supple, defined curls. Perfect for diffuser drying. **Use:** apply to washed and towel-dried hair, use hands to distribute and then style.



curl passion enhancing fluid

enhancing gel-cream for curly hair

Babassu oil gives curls and waves new definition while nourishing and restructuring hair. The ultra-light formula doesn't weigh hair down and guarantees shine and definition. Perfect for blowdrying with a brush or diffuser. **Use:** apply to washed and towel-dried hair. Use hands to distribute and then style.



volume solution

Unprecedented volume and texture 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 stylingspray for hair

Specifically formulated to give structure and shine to give hair a healthy appearance. Precious sugar derivatives give volume and support without weighing the hair down. It guarantees elasticity and weightlessness, for a longlasting style. **Use:** spray onto roots and lengths and proceed with styling.

donut care

Solid zero wasteshampoo, for a soft, elastic and shiny hair. Three options to test based on the desired effect and hair type.



dry hair, donut care!

moisturizing shampoo for dry hair

Gentle shampoo that leaves dull and dry hair softness and hydration. organic papaya extract and ialuronic acid give a conditioning action, keeping the optimal moisture balance whilst **Integrity 41®** protects the colour for a shiny effect. Sles, sls & gluten free. **Use:** wet with water and work into a soft lather in your hands. Apply to wet hair and massage into the scalp. Rinse thoroughly. After use, hang the shampoo with the cotton cord you find inside the case on the shower.



flat hair, donut care!

volumizing shampoo

Ideal to give fine hair body and volume without weighting it down. formulated using sugar cane extract that gives body to the hair, and rice protein that give volume and brightness. sles, sls & gluten free. **Use:** wet with water and work into a soft lather in your hands. Apply to wet hair and massage into the scalp. Rinse thoroughly. After use, hang the shampoo with the cotton cord you find inside the case on the shower.



brassy hair, donut care!

shampoo for yellow and grey hair

Reduce yellow and gold tones thanks to its specific formulation for blonde, bleached, grey and white hair. Enriched with organic mixed berry extracts and milk proteins that nourish the hair leaving them soft and shiny. Sles, sls & gluten free. **Use:** wet with water and work into a soft lather in your hands. Apply to wet hair and massage into the scalp. Rinse thoroughly. After use, hang the shampoo with the cotton cord you find inside the case on the shower.



scalp care

Products designed to improve and restore scalp health.



energizing blend shampoo

hairthickeningshampoo

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, ingredients of natural origin 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 of the scalp. Rinse and proceed with milk_shake® **energizing blend conditioner**.



energizing blend conditioner

hairthickeningconditioner

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, ingredients of natural origin and a mix of 11 essential oils. Paraben free. **Use:** apply to clean, damp hair, gently massage and leave in for a few minutes, then rinse.



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 and Fioravanti balm. It cleanses and invigorates the scalp, improving microcirculation. It strengthens hair and prevents thinning. 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

intensivepurifyingshampooofscalpand 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. Ideal for anyone who has flakiness and wants to remove impurities and grease from their scalp and hair. 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

A shampoo with significant benefits for scalp and hair. Its delicate formula contains selected active ingredients, including essential oils and a balanced blend of non- aggressive surfactants. It cleanses deeply yet gently, removing sebum and oily residues typical of scalp and hair that tend to get greasy quickly. **Use:** distribute evenly on damp hair, massage and rinse. Repeat if necessary.



deep detox shampoo

detoxifyingshampooofscalpand hair

Has a targeted detox action, removing 55.5%* of copper and 63.3%* of lead from the hair, helping to keep colour looking radiant and preventing breakage. Cleanses hair & scalp deeply, removing 100%** of product residue and 94%*** of excess sebum from the scalp without altering its natural hydrolipidic film. Camellia sinensis extract has an antioxidant and soothing action. **Use:** distribute evenly over damp hair and lather, leave on for a few minutes, then rinse.

test on strands of human hair – analysis of copper/lead content after washing.
**test on strands of human hair – measurement of the diameter of the hair after washing.
***test on 20 individuals – self-assessment/measurement of sebum content after a single application.

natural care

Treatments inspired by nature for radiant, vibrant hair, every day.



active yogurt mask

for untreated or colour-treated hair

A rich mask that contains yogurt amino acids, rice and avocado oils, hydrating agents, vitamin E and **Integrity 41®**, the mask nourishes and conditions untreated or colour-treated hair. **Use:** apply to clean, damp hair. Leave in for 3-5 minutes, comb through, then rinse.

argan

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



argan shampoo

organic argan oil shampoo for all hair types

Gently cleanses with its the unique formula with organic argan oil and wheat and rice proteins. Instantly 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, damp 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.



no frizz

Specific products for soft, shiny, frizz-free hair.



glistening milk moisture & shine milk for frizzy hair

Helps remove frizz during styling and protects the 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 remove 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.

sun & more

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. Enriched with muru muru butter, quinoa proteins, hibiscus oil, passion fruit oil, organic argan oil, vitamin E, UV filter. SIs/sles & paraben free. **Use:** distribute over damp hair and body, lather and rinse. Repeat if necessary. For best results, follow with the milk_shake® **SUN&MORE 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 leaves hair soft, radiant and manageable. Contains muru muru butter, quinoa proteins, hibiscus oil, 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, 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.



detangling & protective spray leave-in conditioning spray for all hair types

Formulated with a UV filter, this detangling and protective formula maintains natural hair vitality, even during sun exposure. It contains nourishing and strengthening quinoa proteins, which enhance colour, keeping it radiant. Aloe vera deeply hydrates while hibiscus oil detangles and prevents split ends, for silky-soft, easy-to-comb hair. **Use:** spray onto wet or dry hair. Comb through to evenly distribute the product. Do not rinse. Warning: do not swallow. For external use only. Keep out of reach of children.

sun&more

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



sunscreen milk

bodysunscreenemulsion SPF 30 / high protection

A light and soothing formula that is easy to distribute and quickly absorbed. Enriched with plant emollients and UVB/ UVA photostable UV filters. Contains organic argan oil, hibiscus oil, passion fruit oil, organic muru muru butter, quinoa proteins, milk proteins, vitamin E, 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 swimming, showering or perspiring.



sunscreen invisible spray

ultra-light protection spray

Protects the skin from UVA and UVB rays during sun exposure. Thanks to its transparent and ultra-light texture, it absorbs quickly with non-greasy effect, giving an even and radiant tan. Hibiscus oil guarantees an antioxidant action, almond oil and murumuru butter keep the skin soft and moisturised. **Use:** spritz onto skin before sun exposure at a distance of about 20 cm. Massage until completely absorbed.



aftersun shower mousse

hydratingshowermousse

Soft mousse enriched with Argan oil, hibiscus oil and murumuru butter. Ideal for use after exposure to the sun thanks to its nourishing, protective and soothing properties. Its gentle, delicate texture cleanses the skin, leaving it pleasantly soft and scented for a sensation of soothing relaxation. **Use:** shake well, turn upside down and dispense. Apply all over the body and then rinse off.



sensual lotion

aftersunhydratingmilk

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 sorbitol, vitamine E, UV filters. **Use:** apply to skin and distribute until absorbed.

k-respect

Smoothing anti-frizz treatment
with excellent results whilst respecting the hair.



preparing shampoo

purifyingshampoosuitablefor all hair types

Cleanses deeply and removes. Its alkaline pH helps to open the cuticles to prepare the hair for the smoothing treatment. **Use:** distribute evenly over damp hair and lather, then rinse. Repeat if necessary.



smoothing treatment

anti-frizz smoothing treatment

A professional anti-frizz smoothing treatment with long-lasting effect. Precious ingredients similar to the natural keratin found in hair, creating a ultra-light protective film that helps styling and managing the hair during daily hair care routine. Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action. **Integrity 41®** for hair colour protection.



smoothing shampoo

anti-frizz shampoo

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. formulated with the perfect balance of surfactants, it is gentle on the film formed during the smoothing process. 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. Salt and sulfate free. **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 conditioning cream

Anti-frizz conditioning cream, Ideal to maintain the results obtained during the treatment in salon for longer. Contains keratin, 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.

insta.light

Hairlamination2.0withaglass hair effect for super-shiny hair.



insta.light shampoo

strengtheningshampoowitha filler effect for all hair types
With a gentle cleansing action, it gives hair manageability, leaving it soft and shiny. With milk proteins, hyaluronic acid and lemon and blueberry extracts, it has a filler effect on the hair with an instant reviving action. Ideal as a first step within the milk_shake® **insta.light** service. For professional use only. **Use:** Distribute evenly over damp hair and lather, then rinse. Repeat the cleansing process and rinse well. Follow with milk_shake® **insta.lotion**.



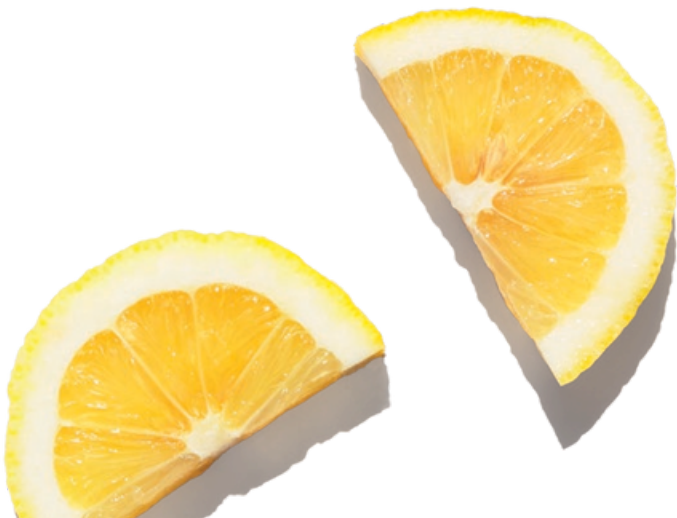
insta.lotion

liquidmaskforinstant glossy, silky hair
A treatment with milk proteins, hyaluronic acid, lemon and blueberry extracts. In just a few seconds it detangles and hydrates the hair, giving instant shine and removing frizz. Its liquid texture is as light as water and easy to apply, smoothing the hair's porosity and closing the hair cuticles, giving mirror-like shine! Ideal for colour- treated, chemically-treated or dry hair. **Use:** apply to damp hair after cleansing, concentrating on lengths and ends and twisting the hair around the fingers to help the product penetrate deeper. Leave in for a few seconds and rinse out.



insta.light potion

extrashineeffectleavein treatment
Its formula is enriched with milk proteins making hair incredibly silky soft. Its sealing action seals the hair cuticles making the hair shiny with an instant mirror- like effect! Its gel-like texture is easy to apply. For professional use only. **Use:** apply to clean, damp hair, concentrating on lengths and ends. Comb through to distribute evenly and proceed with styling. No rinse formula.



lifestyling / BODY & VOLUME

Texturizingandvolumizingproducts to strengthen and extend thedurationofallhairstyling, especially with the thinnest hair.



powder pop volumising powder

HOLD ■■■■ VOL■■■■ SHINE■■■■

Lifts roots for instant volume and a matte finish. Gives styles and up-dos body and texture while delivering strong hold. The fine texture means the product can be evenly dispensed onto roots without leaving residue. **Use:** apply the product to dry roots and then style. For a texturising effect, apply to lengths.



medium hold gel medium hold gel

HOLD ■■■■ VOL■■■■ SHINE■■■■

Gives hold and definition allowing you to create any type of style. Provides structure and control, body and elasticity. Fast-drying and leaves no residue. **Use:** dispense the required amount. Warm between your hands and apply to damp or dry hair depending on the effect to be achieved.



liquid styler styling fluid

HOLD ■■■■ VOL■■■■ SHINE■■■■

An ultra-versatile formula that is perfect for achieving definition and flexible hold with a memory effect. Suitable for all hair types, it leaves hair full of body with a slightly glossy finish. Ideal for styling with hairdryer and brush or diffuser depending on the effect to be achieved. **Use:** dispense the required amount. Apply to clean, towel-dried hair, and then style. To refresh curls, apply to dry hair and diffuse-dry.



volumizing foam strongholdvolumisingmousse

HOLD ■■■■ VOL■■■■ SHINE■■■■

Creates volume and dimension with long-lasting hold. The soft texture ensures flexibility during blow-drying and provides a glossy finish. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.



lifestyling / BODY & VOLUME

Texturizing and volumizing products to strengthen and extend the duration of all hair styling, especially with the thinnest hair.



dry shampoo

Ultra-light spray formula, refreshes your look with a matte effect. Absorbs excess sebum without leaving residue and gives hair instant volume. Use as a styling product for fuller, more textured hair. **Use:** shake well before use and spray onto roots from a distance of about 20-30 cm.

HOLD ☐☐☐☐ VOL ☒☒☒☒ SHINE ☐☐☐☐

lifestyling / SMOOTH & THERMO

A line dedicated for protection and treatment of your hair from the heat where needed to create your look.



smoothing cream

light hold smoothing cream

Formulated to smooth hair and protect it during drying. Provides natural hold and allows the brush to effortlessly glide through hair. Delivers long-lasting smoothness and fights frizz, leaving hair soft and shiny. **Use:** dispense the required amount. Apply to clean, towel-dried hair, massage over lengths and ends, and then style.

HOLD ☒☐☐☐ VOL ☐☐☐☐ SHINE ☒☒☒☒



blow dry primer

medium hold styling mousse

A non-aerosol mousse that provides body and texture that is perfect for achieving a natural look. Prepares hair for styling, providing control and medium hold. Makes blow-drying with a brush a breeze and helps styles last longer. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.

HOLD ☒☒☒☐ VOL ☒☒☒☒ SHINE ☒☒☒☒



thermo-protector

heat protectant

A spray formula with a protective action, it creates an invisible film around hair, protecting it against the high temperatures of hairdryers, straighteners and curling irons. Makes blow-drying a breeze and helps prevent breakage and split ends. Delivers maximum shine. **Use:** apply to clean, towel-dried hair, spraying from root to tip from a distance of 20-30 cm. Style. Apply to dry hair before curling or straightening.

HOLD ☐☐☐☐ VOL ☐☐☐☐ SHINE ☒☒☒☒



let it shine

ultra-light shine spray

Delivers maximum shine and an instant gloss effect. Keeps static at bay and helps keep colour vibrant and intense. Can be used after styling and finishing services. **Use:** after styling, spray onto lengths and ends from a distance of 20-30 cm.

HOLD ☐☐☐☐ VOL ☐☐☐☐ SHINE ☒☒☒☒



lifestyling / TEXTURE & SHAPE

Products for all styling needs to create new textures and specific effects.



texturizing spritz

HOLD ■■■■ VOL■■■■ SHINE■■■■

bodifying spray

Boosts volume and density from root to tip. Gives styles hold and control. Perfect for create matte-finish 'beach' looks. **Use:** shake well before use. Spray onto damp or dry hair depending on the effect to be achieved. Style with your hands for extra volume and hold, then style or air-dry.



shaping foam

HOLD ■■■■ VOL■■■■ SHINE■■■■

stronghold styling mousse

Assists styling services and protects hair during blow-drying. Ideal for structured looks, to shape styles and provide maximum control during blow-drying. Helps styles last longer. **Use:** shake well and dispense the required amount. Apply to clean, towel-dried hair, and then style.



freehand paste

HOLD ■■■■ VOL■■■■ SHINE■■■■

styling paste

Allows you to style and create a wide range of looks while delivering light hold. The stretchy, flexible texture makes it easy to apply and distribute. Provides a slightly glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.



glossy wax

HOLD ■■■■ VOL■■■■ SHINE■■■■

polishing wax

Light modelling effect. Can be modelled to provide flexible definition and give hair a glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.

texturizing cream

HOLD ■■■■ VOL■■■■ SHINE■■■■

bodifying styling cream

Provides body and medium hold. Highly workable texture for styling individual locks or the whole head. Leaves hair supple with a matte finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.

lifestyling / HOLD & FIXING

Styling and finish to model your hair, fixing and maintaining the shape unaltered in time.



sculpting cream

flexible fibre paste

This versatile paste helps you build volume and create any type of look. Ultra-glossy finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



fixing paste

strong hold paste

This strong hold paste gives hair structure and texture. Perfect for defining details, this dense paste is easy to work and apply. Delivers a natural finish. **Use:** dispense the required amount of product, massage between your hands and apply to damp or dry hair to achieve the desired look.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



strong hold hairspray

strong hold hairspray

Delivers strong, long-lasting hold to keep your style in place. Gives hair body and a slightly glossy finish, does not wet hair and leaves no residue. **Use:** spritz onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



medium hold hairspray

medium hold hairspray

Delivers medium and flexible hold to keep your style in place. Gives hair body and a slightly glossy finish, does not wet hair and leaves no residue. **Use:** spritz onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■



eco strong hairspray

strong hold non-aerosol hairspray

Delivers strong, firm hold to keep your style in place. Gives hair structure with a natural finish. The unique spray delivery system makes it ideal for precision styling. Does not wet hair and leaves no residue. **Use:** spritz onto dry hair from a distance of about 20-30 cm until you achieve the desired level of hold.

HOLD ■■■■ VOL ■■■■ SHINE ■■■■

instant colour

Products that instantly revive hair colour.



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

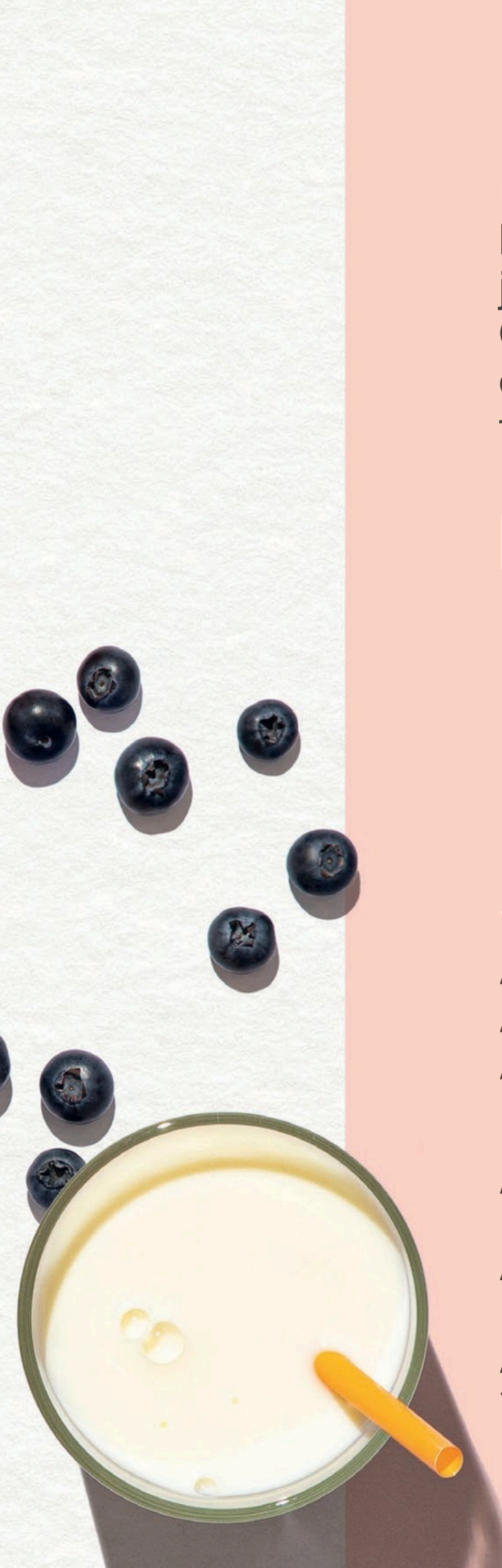
instant hair touch up spray for roots

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.10 cm (4 in.) from the hair and spray lightly. Always apply to clean, dry hair.







A glass of light-colored milkshake with a yellow straw, surrounded by several fresh blueberries on a white surface.

milk_shake® is a range of professional hair care products that believes in simple, joyful, spontaneous beauty. Our secret is the ingredients of natural origin like milk proteins and fruit extracts that take care of every hair type.

**milk
shake®**
RE-NATURAL



a colour as natural as yours

**Rediscover your natural shades
with the milk_shake® colour philosophy::**

/ healthy and shiny hair

/ spontaneous and natural beauty

/ superior salon service

How?

**/ with highquality products that contain
natural ingredients which nourish the hair**

**/ with innovative techniques that deliver
natural and customised looks**

**/ with tools created specifically to give added value
to salon services**

light catcher spotlight

Acomplete rangeof innovativelightening products to create touches of light with natural-looking and sophisticated results



creative

The purityandstrength of permanent colour. High quality pigments with excellent results



beyond light

Ammonia freepermanent colour with OCB technology which guarantees excellent colour performance in terms of quality, radiance and endurance



9 minutes

All permanent colour benefits in just 9 minutes with guaranteed results



smoothies

Semi-permanenthigh performing colour



delicate

Delicate ammonia-free colour oil. It gives hair shine with rich, radiant tones



the gloss

Demi-permanent acidic pH colour



direct colour

Dynamicandversatile direct colour with excellent results



illuminate

Delicatelightening products and concentrated colour pigments with an immediate result, to tone and lighten hair with creative colour effects



colour specifics

specifictreatmenttoenhance and implement colour service



lighteners

Lightening products with next generation formulas with excellent results.



light catcher spotlight lift & balance

super highlifter cream for hair, with coverage

Gives 4-5 levels of lift to natural bases and gives perfect grey coverage, with an even and natural-looking result. **lift & balance** should be used on up to 30%-70% greys. Ideal for natural base levels 6 (dark blond) or lighter. **Mix:** prepare the colour mixture just before applying. For professional use only. **Specific developer:** milk_shake® **light catcher spotlight soft light oxidizing emulsion.** **Use:** consult the product instructions.



light catcher spotlight light layers

superhighlift colour cream for natural and colour-treated hair

Gives up to 4-5 levels of lift to lengths and ends when applied to untreated hair and up to 2-3 levels of lift on previously colour-treated hair. **light layers** is recommended for natural or colour-treated base levels 6 to 9. It gives lift with natural-looking colour tones. For maximum lift, foils or other support are recommended. For professional use only. **Specific developer:** milk_shake® **light catcher spotlight soft light oxidizing emulsion.** **Use:** consult the product instructions.



light catcher spotlight level 7 freehand lightener for hair

freehand lightener for hair

A lightening formula suitable for all freehand techniques, it adheres to the hair perfectly, making partial lightening techniques a breeze, with maximum precision and control without needing support. The moisture-retaining formula provides long-lasting lift whilst being very easy to apply. For professional use only. **Specific developers:** milk_shake® **oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.



light catcher spotlight black cream

black lightening cream for hair for lift with cool tones

Thanks to its innovative technology, it allows you to reach up to 7 levels of lightening while removing warm tones. A creamy black lightener with a dual action: the charcoal and the dark pigments inhibit the warm melanin present in the hair, giving natural, neutral or grey tones, while the fruit sugar complex repairs and protects the hair during processing. Suitable for all lightening techniques, it does non-drip and no swell formula. For professional use only. **Specific developers:** milk_shake® **oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.



light catcher spotlight level 9 extra-high-lift powder for hair

extra-high-lift powder for hair

A lightening product suitable for all lightening techniques, both using support or freehand. A non-drip versatile blend that is easy to apply. The formula has a high lifter action to create intense, perfect, radiant blonds. For professional use only. **Specific developers:** milk_shake® **oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instruction.



light catcher spotlight clear lights

delicate lightening cream for roots, lengths and ends

Ammonia-free lightening cream, for gentle lift up to 5-6 levels, even on regrowth. It is suitable for all lightening techniques discoloration and colour remover techniques, with an even result. Ideal for application on roots and lengths. For professional use only. **Specific developers:** milk_shake® **oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.



light catcher spotlight level 8 conditioning lightening powder for hair

conditioning lightening powder for hair

A lightening formula suitable for all lightening techniques using support. The pliable, elastic blend makes it easy to apply and adheres perfectly to the hair during processing. The non-volatile formula maintains its moisture during application. Non-drip, no-swell formula. Milk proteins mixed with avocado oil guarantee protection and conditioning for the hair. Enriched with blueberry extract with a nourishing action. For professional use only. **Specific developers:** milk_shake® **oxidizing emulsion 10 / 20 / 30 / 40 vol.** **Use:** consult the product instructions.



light catcher spotlight fast toning

conditioning direct hair colour

Gentle instant glaze for use in blonde or lightened hair colour services. With high quality pigments, no ammonia, and no developer, it respects the hair's natural structure. **Use:** apply evenly to washed and towel-dried hair or to select strands, depending on the fashion effect to be achieved. Processing time 5 to 20 minutes. Emulsify with a little water, then rinse. If necessary, apply the most suitable milk_shake® conditioning cream for the hair type.

colour

Delicate colours with conditioning cosmetic bases and active ingredients that protect the hair, conditioning the hair and protecting scalp and hair during the professional service.



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, an amino acid complex, sunflower oil, organic honey and blueberry extracts, a protective UV filter, conditioning agents and selected hydrating ingredients. For professional use only. **Specific developers:** milk_shake® oxidizing emulsion 5 / 10 / 20 / 30 / 40 vol. **Use:** consult the product instructions.



beyond light ammonia free conditioning permanent colouring cream for hair

Conditioning permanent colouring cream that's ammonia free, paraben free, SLES free and SLS free. Gives up to 100% grey coverage and up to 3 levels of lift whilst respecting scalp and hair. Formulated with OCB (Organic Colour Booster) technology, the innovative colour system that enhances colour performance in terms of shine, endurance, and quality. **Specific developers:** milk_shake® beyond light oxidizing emulsion 20 / 30 vol. **Use:** consult the product instructions.



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. Sles/sls free. For professional use only. **Specific developers:** milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol. **Use:** consult the product instructions.



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 milk_shake® 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. It 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. For professional use only. **Specific developers:** milk_shake® light activating emulsion, activating emulsion and intensive activating emulsion. **Use:** consult the product instructions.



the gloss colour acidic pH demi-colouring treatment for hair

Acidic pH demi colouring treatment for hair. The acidic pH of the milk_shake® the gloss colour formula colours, tones and corrects hair colour whilst maintaining the hair's structure. Its action has a conditioning effect on the hair, leaving it extremely shiny. It masks greys maximum 50%. Contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, sunflower seed oil. For professional use only. **Specific developer:** milk_shake® acidic colour activator. **Use:** consult the product instructions.



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. For professional use only. **Specific developers:** milk_shake® oxidizing emulsion 5 / 10 / 20 / 30 / 40 vol. **Use:** consult the product instructions.



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. Ammonia free. Does not require the use of oxidants. **Use:** distribute over clean, damp hair. Process for 5 to 20 minutes. Lather with a little water then rinse. When using intense shades apply a delicate shampoo.

colour

Delicate colours with conditioning cosmetic bases and active ingredients that protect the hair, conditioning the hair and protecting scalp and hair during the professional service.



creative oxidizing emulsion

5 / 10 / 20 / 30 / 40vol.

cream developer

Oxidizing emulsion formulated for colouring and lightening services in combination with **milk_shake®** technical products. It contains the exclusive ingredient **Integrity 41®**, which helps protect hair colour, milk proteins, honey and fruit extracts. For professional use only. **Use:** follow the instructions of the product with which it is 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 mixed carefully.



beyond light oxidizing emulsion

20 / 30vol.

cream developer

Oxidizing emulsion formulated for colouring and lift services with **milk_shake® beyond light ammonia free conditioning permanent colouring cream for hair**. The OCB technology, the main feature of the beyond light line, is the specific combination of active ingredients within both the oxidizing emulsion and colouring cream, which guarantee their performance only when combined. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



acidic colour activator

6 vol.

colouractivator for hair

Formulated to act in synergy with **milk_shake® the gloss colour ammonia-free acidic pH demi colouring treatment hair**. It contains hyper-fermented prickly pear extract, amino acid complex, organic blueberry extract, **Integrity 41®**. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



light activating emulsion

light specific revealer

Formulated to act in synergy with **milk_shake® smoothies** conditioning semi-permanent colour. 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 carefully.



light catcher spotlight soft light

cream developer

An oxidising emulsion formulated to give 4-5 levels of lift to natural bases as well as giving grey coverage when combined with **milk_shake® light catcher spotlight lift & balance**; gives lift to natural or colour-treated hair when combined with **light layers**. For professional use only. **Use:** follow the instructions of the product with which it is mixed carefully.



activating emulsion

specific developer

An emulsion formulated to act in synergy with **milk_shake® smoothies** conditioning semi-permanent 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 mixed carefully.

colour specifics

Specific treatments to enhance and complete colouring services.



quick light

instantlightening fluid for hair

milk_shake®illuminate quick light is the 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. For professional use only. **Use:** consult the product instructions.



conditioning lightening oil

conditioning lightening oil for hair

Ammonia-free lightening oil, it lightens the hair gently leaving it soft, shiny and protected. Easy to apply, it doesn't dry out or swell during processing 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. For professional use only. **Specific developers:** milk_shake® oxidizing emulsion 10 / 20 / 30 / 40 vol. **Use:** consult the product instructions.



pure pigment

concentratedcolouring for hair

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



pro colour equalizer

equalizer

Ideal for strengthening and balancing hair before colour services, it guarantees even colour results. Formulated with liposome-encapsulated pomegranate extract, it has antioxidant properties and delivers even, long-lasting colour. **Use:** spray onto the lengths before colour services, focusing on the most damaged areas.



acid colour sealer

professional acidifier post-colour

Formulated to close the scales after the colouring service, sealing perfectly the pigments inside the hair. Contains pomegranate extract encapsulated in liposomes with prolonged antioxidant action for a result full, glossy and longer- lasting colour. **Use:** rinse off colour, then apply evenly on the hair, avoiding the scalp. Leave on for 3 minutes then proceed with milk_shake® colour sealing shampoo. Rinse off and use milk_shake® colour sealing conditioner.



instant remover

fluid stain remover

Formulated to gently remove any colour residue from the skin leaving it perfectly clean and moisturised. **Use:** Gently distribute with a cotton ball soaked with the product on the affected areas.



colour sealing shampoo

professional shampoo post-colour

Gently cleanses and ensures maximum colour brilliance while preserving cosmetic pigments. The complex of natural origin **Chromazone™** guarantees antioxidant action for prolonged colour protection. **Use:** apply after milk_shake® acid colour sealer, massage then rinse. Repeat if necessary. Continue with milk_shake® colour sealing conditioner.

colour specifics

Specific treatments to enhance and complete colouring services.



colour sealing conditioner

conditioning cream professional post-colouring

Deeply conditions coloured hair, closing the scales of the cuticle, for hair that is soft and shiny. Formulated with the complex of natural origin **Chromazone™** complex, with antioxidant action for a long-lasting effect. How **Use:** apply after rinsing **milk_shake® colour sealing shampoo**, massage onto lengths and ends then rinse.



clarifying shampoo

professionalclarifyingshampoo

Formulated to prepare lengths for treatments and technical services. Removes mineral build-up and deposits. A slightly alkaline pH helps open the scales of the hair cuticle promoting optimal treatment and colour penetration. It effectively prepares hair for any colour service and doubles up as a professional deep cleansing treatment. **Use:** wash hair with **milk_shake® colour sealing shampoo**, then apply to damp hair, massage into lengths and ends, and then rinse.







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