

# SALON MARKETING made easy

Your salon's social media marketing just got easier! We've created a **library of ready-to-use materials to support this promotion period in YOUR salon!** 

- / product images & reels
- / ready-made stories
- / promotion-specific support posts





# **OPEN CALL**for content creators

Do you LOVE making social media content? Do you use milk\_shake products in your salon? Then you may just be the next member of our content creator team!

We are looking for knowledgeable, content-savvy milk\_shake PROs to create photos and videos to be shared on our social media platforms.



### **PERKS**

- / FREE products (like, a LOT of products!)
- / exclusive education opportunities
- / collaborate with like-minded peers & make new friends!

# CONNECT WITH US

Visit us online!

milkshakehairpro.com



milkshakehairpro



milkshakehairpro



### WE LOVE SEEING YOUR WORK!

Tag us in your posts for a chance to be featured on our profiles!





@hair\_by\_karliamanda

# WANT TO PUT YOUR SALON ON THE MAP? Learn how to get your salon seen by future guests in YOUR area. WATCH THE VIDEO

# w | milk\_shake MAGAZIN

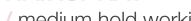
# AVAILAF IN JUNE!

# INTRODUCING **OUR BRAND** NEW AEROSOL FORMULAS!

These two powerful new stylers will replace our medium hold hairspray & shaping foam.



# **FLEXIBLE HOLD HAIRSPRAY**



- / medium hold working spray
- / seals in moisture
- / contains Pro Vitamin B5
- / anti-frizz
- anti-static
- / protects from heat damage



lifestyling

falcelons



- / medium-to-strong hold foam
- / provides body & volume
- / retains curls
- hydrates hair
- / non-sticky formula

Flexible Hold Hairspray + FREE Volumizing Mousse

\$39.00

Salon Value \$51.00

3 lifestyling flexible hold hairspray 8 oz

### **FREE** product

1 lifestyle volumizing mousse 6.4 oz

**NEW Volumizing** Mousse + FRFF Flexible Hold

Hairspray

\$36.00 Salon Value \$49.00

3 lifestyle volumizing mousse 6.4 oz

### **FREE** product

1 lifestyling flexible hold hairspray 8 oz





# HAIR COLOR DESIGNED

with professional colorists in mind

milk\_shake creative permanent color delivers high-quality pigments in an infinite array of color possibilities. The new Absolute Naturals series (.00/N+) provides a neutral/cool chromatic tone that is more intense than the More Naturals series (.0/NN). This new series provides grey coverage up to 100%.

Introducing **7 new shades** for excellent grey coverage:







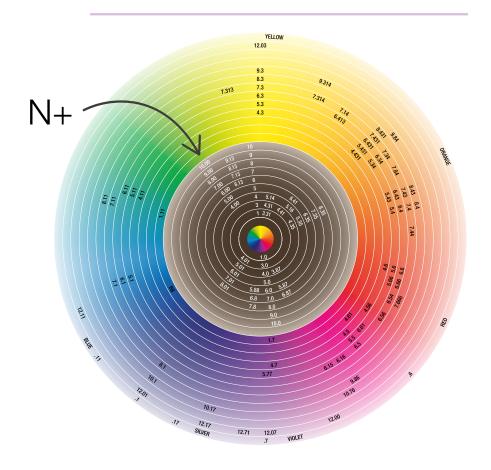








# milk\_shake® creative ABSOLUTE NATURAL



Creative Permanent Color

NEW SHADES

\$51.30

Salon Value \$85.10

7 creative permanent color 3.4 oz\* **FREE products** 

- 1 oxidizing emulsion 32.1 oz
- 1 Absolute Naturals swatch chart
- 1 Absolute Naturals box
- 1 brochure

\* one of each new shade



**LEARN EVERYTHING YOU NEED** to know about getting started with creative permanent color in your salon with our **FREE online intro** to creative permanent color class.

SAVE

33.80



# **SUMMER DUOS**

# BOGO 50% OFF\*

on your favorite milk\_shake shampoo & conditioner DUOS.

\*Minimum purchase of 6 assorted duos.

### Color Care DUO

NOW \$18.75 | Reg. \$25.00 1 color maintainer shampoo 10.1 oz 1 color maintainer conditioner 10.1 oz



## Silver Shine DUO

NOW \$20.50 | Reg. \$27.00 1 silver shine shampoo 10.1 oz 1 silver shine conditioner 8.4 oz



### Moisture Plus DUO

NOW \$20.50 | Reg. \$27.00 1 moisture plus shampoo 10.1 oz 1 moisture plus conditioner 8.4 oz



## Icy Blond DUO

NOW \$20.50 | Reg. \$27.00 1 icy blond shampoo 10.1 oz 1 icy blond conditioner 8.4 oz



## Integrity DUO

NOW \$19.50 | Reg. \$26.00 1 integrity nourishing shampoo 10.1 oz 1 integrity nourishing conditioner 10.1 oz



## Color Care Flower DUO

NOW \$18.75 | Reg. \$25.00 1 color maintainer flower shampoo 10.1 oz 1 color maintainer flower conditioner 10.1 oz



Each duo comes with **ELASTIBAND** to bundle the products.



<sup>\*</sup>Buy one, get one 50% off (discount applied on the lowest priced item)



# **DID YOU** KNOW?

Pink Lemonade is technically part of our pigmented category its just more for fun!

# Pink Lemonade \$58.50

Salon Value \$78.00

- 3 pink lemonade shampoo 10.1 oz 3 pink lemonade conditioner 8.4 oz
- 1 brochure







# Sun & More \$141.00 Salon Value \$202.00



- 6 sun & more all over shampoo 8.4 oz
- 3 sun & more bi-phase leave in conditioner 8.4 oz
- 3 sun &more incredible milk 4.7oz

### **FREE** products

- 1 sun & more crackling mousse 5.1oz
- 1 sun & more desk expo
- 3 sun & more bikini bag assorted colors
- 3 sun & more beach bag assorted colors
- 1 sun & more brochure





# Whipped Cream + FREE gift \$74.00

Salon Value \$92.00

2 whipped cream 6.8 oz 2 whipped cream flower 6.8 oz 2 moisture plus whipped cream 6.8 oz

### **FREE** aift

6 ice cream cone face towels - assorted colors 1 shelf talker

### **RETAIL CAMPAIGN**

Purchase 1 whipped and receive a FREE ice cream cone face towel.



### **RETAIL TIP**

When recommending a shampoo + conditioner duo to your guest, be sure to include a leave-in for an extra hair health boost!



# STOCK UP & SAVE!

# 35% OFF

volumizing shampoo 33.8 oz volumizing conditioner 33.8 oz

\$17.88 each / Salon Value \$27.50









energizing blend shampoo 33.8 oz energizing blend conditioner 33.8 oz normalizing blend shampoo 33.8 oz purifying blend shampoo 33.8 oz

\$18.53 each / Salon Value \$28.50

color sealing shampoo 33.8 oz color sealing conditioner 33.8 oz

\$18.85 each / Salon Value \$29.00

# SELF-CARE JUST GOT SWEETER

Treat your guests to a little extra care with our detoxifying eye patches.

A NEW LEVEL OF CLEAN. deep detox removes build-up, oil, and mineral deposits for the cleanest, healthiest hair.

about deep detox





# Deep Detox Shampoo + FREE Deep Detox Eye Patches \$78.00

Salon Value \$117.00

6 deep detox shampoo 10.1 oz

### **FREE** gifts

- 1 box of 6 deep detox eye patches
- 1 shelf talker

### **RETAIL CAMPAIGN**

Purchase 1 deep detox shampoo and receive a FREE deep detox eye patch set









# FRIZZ DOESN'T STAND A CHANCE

20%

Give the ultimate in-salon **smoothing experience** and follow it up with the perfect at-home maintenance routine.

# FRIZZ-FREE summer hair

glistening argan oil 1.7 oz

**\$13.20** each / Reg. \$16.50

integrity incredible oil 1.7 oz

**\$16.80** each / Reg. \$21.00

glistening milk 4.2 oz

**\$10.40** each / Reg. \$13.00

glistening serum 3.4 oz

**\$12.00** each / Reg. \$15.00

glistening spray 3.4 oz

**\$12.00** each / Reg. \$15.00





# K-RESPECT smoothing treatment

\$99.00

Salon Value \$154.00



- 1 k-respect smoothing treatment 8.4 oz
- 1 k-respect preparing shampoo 25 oz

### **FREE** products

- 1 k-respect smoothing shampoo 8.4 oz
- 1 k-respect smoothing conditioner 8.4 oz
- 2 k-respect dispenser 8.4 oz
- 1 k-respect dispenser 25 oz
- 1 technical guide
- 1 bowl and brush

# **EDUCATION**

## **ACADEMY EVENTS**

# milk\_shake LIGHTEN TO THE MAX

MON-TUE APRIL

21

22

10:00 AM - 5:00 PM EST CLASS TYPE: 2 Day Hands-on Highlighting/Balayage Workshop.

**CLASS DESCRIPTION:** Focusing on the ideal combination of the correct lighteners, tools, and approach needed to enhance your blonding skill set. Easy techniques for root shadowing, face framing, soft blending, and specialized formulations for perfect toning are just a few of the topics that we will cover.

INVESTMENT: \$550.00 or 550 Reward Points.

INCLUDES: Light Refreshments, Snacks, Lunch, Mannequins, Swag Bag, Team Dinner. TOOLS NEEDED: Working Kit, Spray Bottle, Tail Comb, Fine & Wide Tooth Combs, Styling Brushes (Round, Flat, Vent), Sectioning Clips, Blow Dryer, Color Board, Color Apron, Small Elastic/Rubber Bands, Preferred Gloves (if needed), Notebook, Pen.

**LIMITED SEATING: 16** 

# milk\_shake | ACADEMY TRENDS

MON-TUE

JUNE 10

11

10:00 AM - 5:00 PM EST CLASS TYPE: 2 Day Hands-on Workshop.

**CLASS DESCRIPTION:** During this 2-day Hands-on workshop, attendees will experience the latest color formulations while mastering two haircuts. This course will featuring razor and shear cutting, while incorporating disconnection. Utilizing color techniques and integrated shapes for maximum customization and emphasizing the uniqueness of each individual design will be the focal point for this workshop.

**INVESTMENT:** \$625.00 or 625 Reward Points.

INCLUDES: Light Refreshments, Snacks, Lunch, Mannequins, Swag Bag, Team Dinner. TOOLS NEEDED: Working Kit, Spray Bottle, Shears, Razor, Texturizing Sheers, Tail Comb Cutting Comb, Wide Tooth Combs, Styling Brushes (Round, Flat, Vent), Sectioning Clips, Color Apron, Small Elastic/Rubber Bands, Blow Dryer, Curling Iron/Wand, Flat Iron, Color Board, Preferred Gloves (if needed) Notebook, Pen.

**LIMITED SEATING: 16** 

Please contact us for discounted hotel rates.

0

Academy Location 26 Hanes Drive, Wayne NJ

For tickets call 973 396 2654

### **INSTAGRAM LIVE**

THURSDAY

MAY

9

### 3 WAYS TO SMOOTH: K-RESPECT IN-SALON SERVICE

1:00 PM EST

Tune into our IG LIVE to discover the difference with our ultra-versatile K-Respect in-salon smoothing service. With 3 different finish options, this is a perfect service to offer guests for a smoother spring!

JUNE 13

### **NEW SHADES FOR THE GLOSS!**

1:00 PM EST

We have expanded our gloss family. Introducing 3 new shades to enhance your toning capabilities. Tune in to this live to see a preview of what your options are.





# Light Catchers Spotlight Black Cream 3 + 1

\$81.00

Salon Value \$108.00

SAVE **\$27.00** 

3 light catcher spotlight black cream 8.82 oz **FREE product** 

1 light catcher spotlight black cream 8.82 oz



# Light Catchers Spotlight Clear Lights 2 + 1

\$38,00

Salon Value \$57.00

\$AVE \$19.00

2 light catcher spotlight clear lights 8.82 oz **FREE product** 

1 light catcher spotlight clear lights 8.82 oz



# Light Catchers Spotlight Level 7 2 + 1

\$56.00

Salon Value \$84.00

SAVE **\$28.00** 

2 light catcher spotlight level 7 14.11 oz **FREE product** 

1 light catcher spotlight level 7 14.11 oz



# Light Catchers Spotlight Level 9 2 + 1

\$60.00

Salon Value \$90.00

\$30.00

2 light catcher spotlight level 9 14.11 oz **FREE product** 

1 light catcher spotlight level 9 14.11 oz

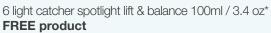


Light Catcher Spotlight
Lift & Balance

+ FREE emulsion

\$52.80

Salon Value \$62.30



1 light catcher spotlight soft light oxidizing emulsion 40 VOL 33.8 oz \*mix & match

# FULL SPECTRUM BLONDING

From ultra-high-lift color creams to our gentlest, ammonia-free lightener—and everything in between consider this your one-stop shop for blonding needs.



# El milk\_shake MAGAZIN

# 3 NEW gloss Shades

Our family of acidic pH liquid demi-permanent hair colour is growing! **Expand your GLOSS** offerings with these 3 new shades.







# New The Gloss Shades

\$45.50

Salon Value \$71.70





### **FREE** product

new shade swatch insert

\*2 of each new shades





# 9 minutes + FREE oxidizing emulsions

\$105.60

Salon Value \$124.60

12 9 minute permanent color 3.4 oz

### **FREE** product

2 oxidizing emulsion 32.1 oz

# Smoothies + FREE activating emulsions

\$99.60

Salon Value \$118.60

12 smoothies semi permanent 3.4 oz

### **FREE** product

2 activating emulsion 32.1 oz

# Creative + FREE oxidizing emulsions

\$105.60

Salon Value \$124.60

12 creative permanent color 3.4 oz

### **FREE** product

2 oxidizing emulsion 32.1 oz

# Multicolor + FREE oxidizing emulsions

\$63.60

Salon Value \$78.10

12 no inhibition multicolor 3.4 oz **FREE product** 2 oxidizing emulsion 33.8 oz



# 2+2 COLOR DEALS



7 | milk\_shake MAGAZINE

# the milk\_shake lifestyling family WORD SEARCH



N	N	L	P	D	G	N	1	Z	A	M	A	I	Е
Z	Т	I	I	W	D	Ε	S	I	G	N	W	A	X
T	Е	G	P	Q	D	I	R	N	G	P	Α	Ε	Т
I	X	R	A	0	U	Ε	L	A	0	Ε	Е	N	R
R	Т	Е	S	N	Т	I	I	W	G	T	0	I	Α
P	U	A	G	Р	L	1	D	R	I	L	A	Н	S
S	R	S	X	X	F	Ε	0	S	Т	Ε	G	S	Т
X	I	Е	F	Н	R	L	T	N	T	A	G	Т	R
Е	Z	R	T	P	G	L	E	0	P	Y	0	I	0
X	I	I	0	Α	P	R	I	X	Α	X	L	Т	N
Ε	N	P	Y	I	S	I	T	В	I	В	Y	Ε	G
G	G	Z	I	G	Α	U	Y	W	0	В	Α	L	R
Ε	R	Y	A	R	P	S	R	I	A	Н	L	I	Z
L	W	0	В	R	A	I	D	Р	A	S	T	Ε	0
	1												



# **TOP TAGS**

Here are a few looks that caught our eye recently. We love it when you tag us in your incredible milk\_shake<sup>®</sup> creations. Keep up the beautiful work!



@styled.by.nicole



@hairbymgm



@larisat\_hairartistry



@jdthomasandco





From super useful tips & info to behind-the-scenes fun and exclusive pro-only giveaways-you'll want to check it out for yourself!

salon price

8.00 12.00 12.00

12.00

13.00

12.00 13.00

13.00 13.00

13.00

13.00

13.00

13.00 14.00

15.00

13.00

13.00 5.00

14.00

5.00 12.00

13.00

12.00

87.00

24.00

13.00

24.00

13.00

24.00

5.00

7.00

11.00

8.80 8.80

9.50

8.30

9.50

9.50

9.50

6.50

13.00

8.70

11.50

29.00

29.00

8.00 11.50

20.00

7.00

8.80

8.80

28.00

28.00

30.00

8.00

27.00

19.00

9.50

5.30 7.25

size oz

2.5

4.75 5.1

8.4

5.9

5.9 3.4 3.4

3.4 6.8

3.4

3.4

5.1

3.4 0.18

6.8

6.8

6.8

6.8 8

6.4

8.4

25

8.4

25

8.4

25

8.4

25

3.4

3.4 3.4 32.1

3.4

32.1

32.1

32.1

2.03

8.4

33.5

6.8

33.8

33.8

8.4

8.4 8.4

2

3.4

3.4

14.11

17.64

17.64

3.4

8.82

8.82

33.8

3.4 33.8

# **SALON PRICE LIST**

	size oz	salon price		size oz	salon price	
milk shake°			milk shake° moisture plus			I will also leading to
color maintainer shampoo	1.7	4.20	moisture plus shampoo	1.7	4.20	milk_shake* lifestyling
color maintainer shampoo	10.1	12.50		10.1	13.00	lifestyling dry shampoo mini
	33.8	27.50	moisture plus shampoo moisture plus shampoo	33.8	28.50	lifestyling dry shampoo
color maintainer shampoo	1.7	4.20	moisture plus snampoo moisture plus conditioner	1.7	4.20	lifestyling smoothing cream
color maintainer conditioner			moisture plus conditioner	8.5	14.00	lifestyling liquid styler
color maintainer conditioner	10.1	12.50	•	33.8	33.00	lifestyling styling potion
color maintainer conditioner	33.8	27.50	moisture plus conditioner	6.8	13.00	lifestyling texturizing spritz
leave in conditioner	2.5	5.20	moisture plus whipped cream			lifestyling texturizing cream
leave in conditioner	11.8	12.00	moisture plus whipped cream	3.4	7.50	lifestyling freehand paste
leave in conditioner jumbo	16.9	15.00	moisture plus lotion	6x0.4	16.00	lifestyling design wax
leave in conditioner refill	33.8	27.50	mattle plantage in the			lifestyling thermo protector spray
incredible milk	1.7	6.30	milk_shake* silver shine			lifestyling grease
incredible milk	5.1	13.00	silver shine shampoo	1.7	4.20	lifrestyling cream
deep cleansing shampoo	10.1	11.50	silver shine shampoo	10.1	13.00	lifestyling lotion
deep cleansing shampoo	33.8	27.50	silver shine shampoo	33.8	28.50	lifestyling fixing paste
whipped cream	1.7	4.20	light silver shine shampoo	10.1	13.00	lifestyling powder pop
whipped cream	6.8	12.00	light silver shine shampoo	33.8	28.50	
deep conditioning mask	6.8	12.50	silver shine whipped cream	6.8	13.00	lifestyling blow-dry primer
deep conditioning mask	16.9	24.50	silver shine conditioner	1.7	4.20	lifestyling medium hold gel
active yogurt mask	8.4	12.00	silver shine conditioner	8.5	14.00	lifestyling amazing mini
						lifestyling amazing
active yogurt mask	16.8	23.50	silver shine conditioner	33.8	33.00	lifestyling amazing curls & waves mini
			silver shine toning spray	3.4	7.50	lifestyling amazing curls & waves
milk_shake* flower power						lifestyling flexible hold hairspray
color maintainer flower shampoo	1.7	4.20	milk_shake° icy blond			lifestyling volumizing mousse
color care shampoo flower fragrance	10.1	12.50	icy blond shampoo	1.7	4.20	
color maintainer shampoo flower	33.8	27.50	cy blond shampoo	10.1	13.00	milk_shake* k-respect
color maintainer flower conditioner	1.7	4.20	icy blond shampoo	33.8	28.50	
color maintainer hower conditioner color care conditioner flower fragrance	10.1	12.50	icy blond snampoo icy blond conditioner	1.7	4.20	k-respect treatment
	33.8	27.50				k-respect preparing shampoo
color maintainer conditioner flower			icy blond conditioner	8.4	14.00	k-respect smoothing shampoo
incredible milk flower fragrance	1.7	6.30	icy blond conditioner	33.8	33.00	k-respect smoothing shampoo
incredible milk flower fragrance	5.1	13.00	icy blond toning spray	3.4	7.50	k-respect smoothing conditioner
leave in conditioner flower fragrance	2.5	5.20				k-respect smoothing conditioner
leave in conditioner flower fragrance	11.8	12.00	milk_shake* cold brunette			dispenser
whipped cream flower	1.7	4.20	cold brunette shampoo	1.7	4.20	dispenser
whipped cream flower	6.8	12.00	cold brunette shampoo	10.1	13.00	шарспасі
			cold brunette shampoo	33.8	28.50	maille alealand ii i
milk_shake* make my day			cold brunette conditioner	1.7	4.20	milk_shake* direct color
	40.4	44.50				conditioning direct color
make my day shampoo	10.1	11.50	cold brunette conditioner	8.5	14.00	
make my day shampoo	33.8	27.50	cold brunette conditioner	33.8	33.00	milk_shake* permanent color
make my day conditioner	10.1	11.50	cold brunette toning spray	3.4	7.50	creative permanent color
make my day conditioner	33.8	27.50				9 minutes color
make my day mask	6x1.01	24.00	milk_shake* pink lemonade			oxidizing emulsion
papaya booster – hydrates/gives shine	6x0.1	9.00	pink lemonade shampoo	10.1	13.00	Oxidizing entaision
blueberry booster - protects/strengthens	6x0.1	9.00	pink lemonade conditioner	8.4	13.00	
strawberry booster - regenerates/nourish	es 6x0.1	9.00	<u> </u>			milk_shake* smoothies semi perma
			milk shake* scalp care			smoothies
milk_shake* insta light			energizing blend shampoo	10.1	13.00	activating emulsion
insta.light shampoo	1.7	5.00	energizing blend shampoo	33.8	28.50	intensive activating emulsion
	10.1	13.00	energizing blend conditioner	10.1	13.00	light activating emulsion
insta.light shampoo						
insta.light shampoo	33.4	28.50	energizing blend conditioner	33.8	28.50	milk_shake* the gloss demi perma
insta.lotion	3.4	8.00	energizing blend treatment spray	1.1	17.50	the gloss
insta.lotion	8.4	14.50	normalizing blend shampoo	10.1	13.00	
insta.lotion	16.8	26.00	normalizing blend shampoo	33.8	28.50	the gloss neutral
insta.light potion	10.1	25.50	purifying blend shampoo	10.1	13.00	the gloss activator
			purifying blend shampoo	33.8	28.50	
milk_shake* no frizz			deep detox shampoo	10.1	13.00	milk_shake* color specifics
	0.4	15.00	deep detox shampoo	33.8	28.50	acid color sealer
glistening spray	3.4	15.00	doop dotox onampoo	00.0	20.00	color sealing conditioner
glistening milk	4.2	13.00	milk shake* integrity system			color sealing shampoo
glistening serum	3.4	15.00	_	4 7	4.00	instant remover
glistening argan oil	0.34	4.50	integrity nourishing shampoo	1.7	4.20	pro color equalizer
glistening argan oil	1.7	16.50	integrity nourishing shampoo	10.1	13.00	
glistening argan oil	8.4	39.00	integrity nourishing shampoo	33.8	28.50	powerful protector
			integrity nourishing conditioner	1.7	4.20	
milk shake* volume solution			integrity nourishing conditioner	10.1	13.00	milk_shake*decologic
	40.4	44.50	integrity nourishing conditioner	33.8	28.50	decologic tone controller
volumizing shampoo	10.1	11.50				
volumizing shampoo	33.8	27.50	integrity intensive treatment	6.8	13.50	milk chake light autobar as attistic
volumizing conditioner	10.1	11.50	integrity intensive treatment	16.8	24.50	milk_shake* light catcher spotlight
volumizing conditioner	33.8	27.50	integrity repairing hair lotion	8x0.4	21.00	light catcher spotlight lift & balance
volumizing styling spray	5.9	13.50	integrity nourishing muru muru butter	6.8	22.00	light catcher spotlight light layers
			integrity incredible oil	1.7	21.00	light catcher spotlight level 7 freehand
milk chake and access			integrity rebuilder	16.8	54.00	light catcher spotlight level 8
milk_shake* curl passion	10.4	40.50	integrity fiber sealant	16.8	43.00	light catcher spotlight level 9
curl passion shampoo	10.1	12.50	integrity floer sealant	8.4	14.00	light catcher spotlight fast toning
curl passion shampoo	33.8	27.50	integrity idayd iii	0.4	14.00	light catcher spotlight black cream
curl passion conditioner	10.1	13.50	mattle plactice :			light catcher spotlight black clearing
curl passion conditioner	33.8	33.00	milk_shake° color refresh			
curl passion mask	8.4	13.00	SOS roots	2.5	13.50	light catcher spotlight soft light oxidizing
			color whipped cream	3.4	8.40	emulsion 40 VOL
curl passion mask	16.8	23.50	The second second		20	
curl passion leave in conditioner	10.1	12.50	milk chake amomor			ИО INHIBITIОИ MULTICOLOR
curl passion primer	6.8	12.00	milk_shake* sun&more	0.4	11.00	multicolor permanent color
curl passion defining gel	6.8	12.00	sun & more all over shampoo	8.4 6.8	11.00	
curl passion enhancing fluid	6.8	12.00	sun & more beauty mask		11.00	oxidizing emulsion
curl passion curl shaper		15.00	sun & more incredible milk	5.1	13.00 12.00	
	h×					
curl passion curl perfectionist	6.8 6.8	12.00	sun & more bi-phase leave in conditioner sun & more crackling mousse	8.4 5.1	11.00	

