

milk_shake[®]

PRO
MAGAZINE

03 | MAY – JUNE 24

NEW!
Creative
Color Absolute
Naturals

NEW!
Gloss
Shades

NEW
Lifestyling
Aerosols are
COMING!

**SUMMER
DUOS**
are back

SALON MARKETING

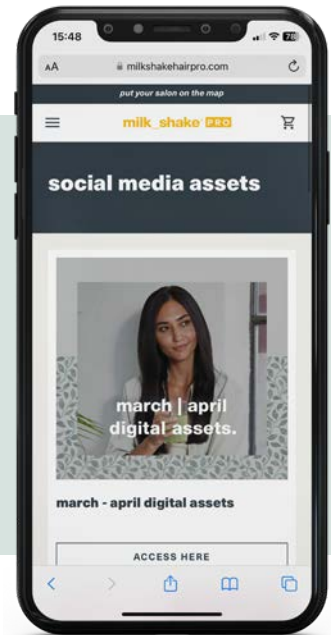
made easy

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



DOWNLOAD NOW



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!

[@milkshakehairpro](#)

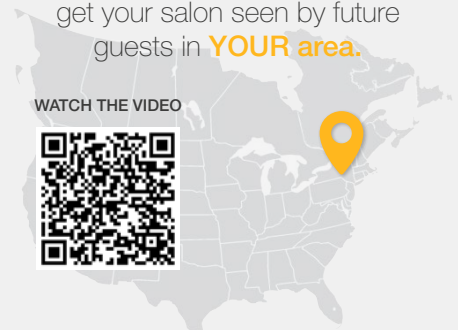


@hair_by_karliamanda

WANT TO PUT YOUR SALON

ON THE MAP? Learn how to get your salon seen by future guests in **YOUR area.**

WATCH THE VIDEO



AVAILABLE 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

VOLUMIZING MOUSSE



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

Flexible Hold
Hairspray + FREE
Volumizing
Mousse

SAVE
\$12.00

\$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 + FREE
Flexible Hold
Hairspray

SAVE
\$13.00

\$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

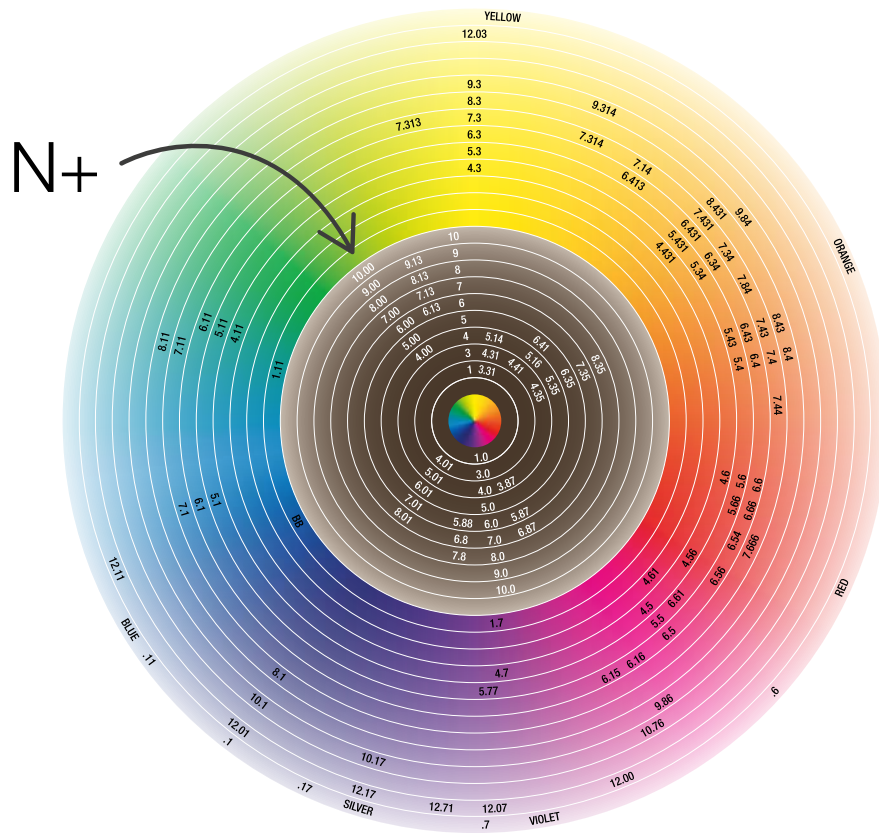
with professional
colorists in mind

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

SAVE
\$33.80

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.



SUMMMER 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



*Buy one, get one 50% off (discount applied on the lowest priced item)

Each duo comes with
ELASTIBAND
to bundle the products.

**milk
shake**

2 for _____



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

SAVE
\$25.00

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



Sun & More

\$141.00

Salon Value \$202.00

SAVE
\$61.00

- 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 gift

- 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 LITERS!

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.

LEARN MORE
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

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

SAVE
20%



K-RESPECT smoothing treatment

\$99.00

Salon Value \$154.00

SAVE
\$55.00

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

MON-TUE
APRIL

21
22

milk_shake LAB LIGHTEN TO THE MAX

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

MON-TUE
JUNE

10
11

milk_shake LAB ACADEMY TRENDS

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 feature 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.

📍 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!

THURSDAY
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

SAVE
\$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

SAVE
\$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

SAVE
\$9.50

6 light catcher spotlight lift & balance 100ml / 3.4 oz*
FREE product
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 blinding needs.



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

SAVE
\$26.20



6 the gloss demi permanent color 2.03 oz*
1 the gloss activator 33.5 fl oz

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

SAVE
\$19.00

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

SAVE
\$19.00

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

SAVE
\$19.00

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

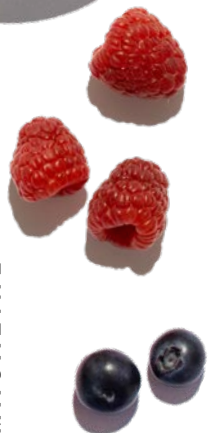
SAVE
\$14.50

12+2 COLOR DEALS



the **milk_shake**® lifestyling family

WORD SEARCH



N	N	L	P	D	G	N	I	Z	A	M	A	I	E
Z	T	I	I	W	D	E	S	I	G	N	W	A	X
T	E	G	P	Q	D	I	R	N	G	P	A	E	T
I	X	R	A	O	U	E	L	A	O	E	E	N	R
R	T	E	S	N	T	I	I	W	G	T	O	I	A
P	U	A	G	P	L	I	D	R	I	L	A	H	S
S	R	S	X	X	F	E	O	S	T	E	G	S	T
X	I	E	F	H	R	L	T	N	T	A	G	T	R
E	Z	R	T	P	G	L	E	O	P	Y	O	I	O
X	I	I	O	A	P	R	I	X	A	X	L	T	N
E	N	P	Y	I	S	I	T	B	I	B	Y	E	G
G	G	Z	I	G	A	U	Y	W	O	B	A	L	R
E	R	Y	A	R	P	S	R	I	A	H	L	I	Z
L	W	O	B	R	A	I	D	P	A	S	T	E	O

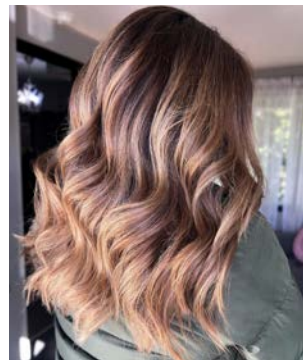
- FLEXIBLE
- SPRITZ
- GREASE
- POTION
- DESIGN WAX
- TEXTURING
- BRAID PASTE
- POWDER
- POP
- EXTRA
- STRONG
- HAIRSPRAYS
- LET IT SHINE
- AMAZING
- GEL



14 | milk_shake® MAGAZINE

TOP TAGS

Here are a few looks that caught our eye recently. We love it when you tag us in your incredible **milk_shake**® creations. Keep up the beautiful work!



@styled.by.nicole



@hairbymgm



@larisat_hairartistry



@jdthomasandco

*Followers
have more fun!*





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



Scan to follow **@milkshakehairpro**



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NATURAL

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