

milk_shake[®] **PRO**

MAGAZINE

01 | JANUARY – FEBRUARY 25



MEET the
Incredibles!

The Great Color
RESTOCK!

2024
WRAPPED

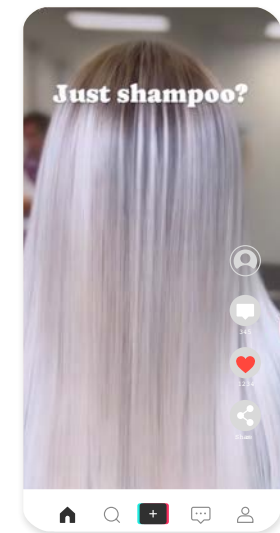
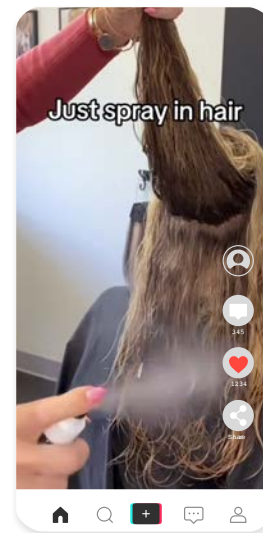
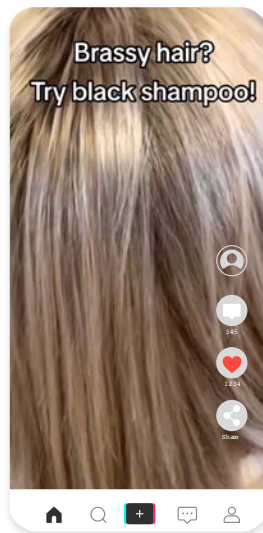
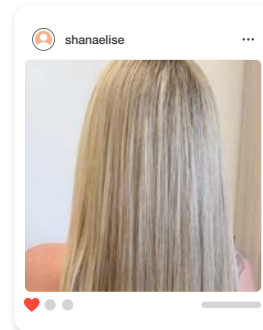
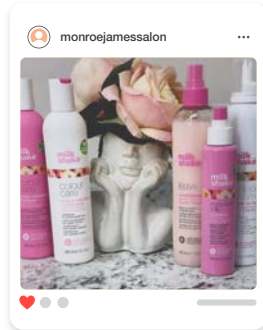
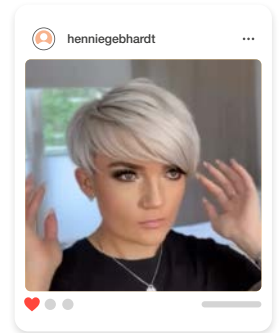
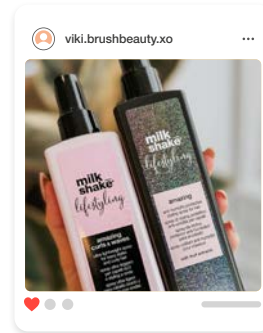
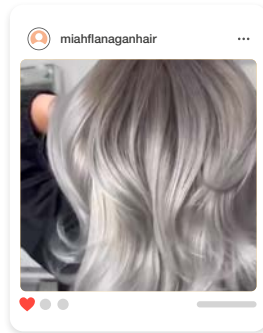
Brighten up your
BACKBAR!

SCROLL-WORTHY:

TOP SOCIAL POSTS OF 2024

Here are the posts you **LOVED** throughout the year!

FOLLOW US!



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WE LOVE SEEING YOUR WORK!

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

@milkshakehairpro

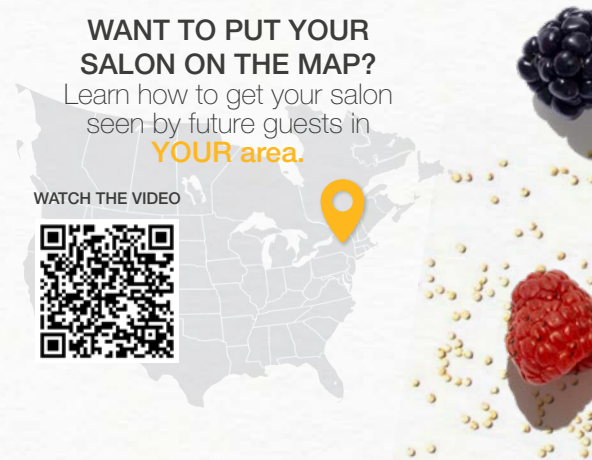


@Lucia_fringe

WANT TO PUT YOUR SALON ON THE MAP?

Learn how to get your salon seen by future guests in **YOUR area.**

WATCH THE VIDEO



THAT'S A WRAP!

A look at **milk_shake®** in the news throughout 2024.



A look from **milk_shake®** Global Ambassador **Andrew Smith's Still collection** made the cover of **Salon Magazine!**

insta.lotion **took home** a **Beauty Launchpad Reader's Choice Award** for **Best in-salon smoothing Treatment!** ... and a **New Beauty Award... AND a New YOU Beauty Award!**

It's so light, it literally feels like water, and I love the peachy scent!"
-**Britt Fallon, Director of Beauty, New Beauty magazine**



Salon Evo featured **milk_shake®** throughout their **Oct/Nov issue!**

Milk_Shake Leave-in Conditioner



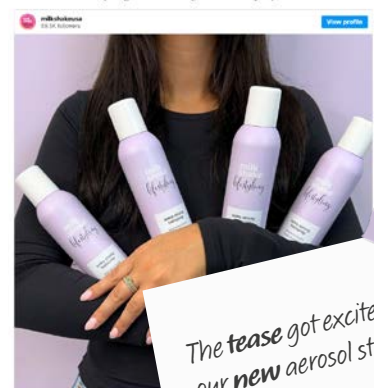
Allure magazine became a **leave-in conditioner believer!**

"I've been using the **milk_shake®** leave-in conditioner for almost a year and can't brush my hair without it. Like, can't!" -**Annie Blackman for Allure magazine**



Estetica magazine **loved** the **cold brunette family!**

milk_shake Lifestyling Extra Strong Hold Hairspray



The **tease** got excited for our **new aerosol stylers!**



→ If you love these two, try icy blond toning spray!

→ Perfectly paired with make my day shampoo & conditioner

FAVORITE PRODUCTS from 2024!

You love them, your clients love them — **these top ten favorites are the perfect way to kick off your retail in the new year!**

Top 10 of 2024

\$93.00

salon value \$134.50

SAVE \$41.50

INVEST IN

- leave in conditioner 350 ml / 11.8 oz
- icy blond shampoo 300 ml / 10.1 oz
- silver shine shampoo 300 ml / 10.1 oz
- color maintainer shampoo sulfate free 300 ml / 10.1 oz
- leave in conditioner flower edition 350 ml / 11.8 oz
- whipped cream 200 ml / 6.8 oz
- color maintainer conditioner 300 ml / 10.1 oz

FREE

- icy blond conditioner 250 ml / 8.4 oz
- color maintainer shampoo flower fragrance 300 ml / 10.1 oz
- color maintainer conditioner flower fragrance 300 ml / 10.1 oz
- treatment brochure



LATHER, RINSE, REPEAT

**Time to stock up
on backbar** shampoos
& conditioners!

Back Bar 35% Off

\$18.85

salon value \$29.00

SAVE
35%

INVEST IN

make my day shampoo color 33.8 oz
make my day conditioner 33.8 oz
colour maintainer shampoo 33.8 oz
colour maintainer conditioner 33.8 oz
colour maintainer flower shampoo 33.8 oz
colour maintainer flower conditioner 33.8 oz
leave in conditioner 33.8 oz
insta.light shampoo 33.8 oz
silver shampoo 33.8 oz
silver shine light shampoo 33.8 oz
icy blond shampoo 33.8 oz
integrity nourishing shampoo 33.8 oz
integrity nourishing conditioner 33.8 oz
moisture plus shampoo 33.8 oz
deep detox shampoo 33.8 oz

\$21.45

salon value \$33.00

INVEST IN

silver shine conditioner 33.8 oz
icy blond conditioner 33.8 oz
moisture plus conditioner 33.8 oz

INTRODUCING THE *incredibles*

SUPERCHARGE your guests' daily hair care routine by adding strength, protection, softness, and shine from scalp to ends.

Meet the *incredible* family - **three innovative products that will help you** transform hair into a style that is, well, incredible!

Imbued with the nourishing and strengthening properties of milk proteins, fruit extracts and precious oils, **these luxurious, lightweight products leave your hair and scalp looking and feeling better than ever.**



What's inside!

At the heart of the **milk_shake®** incredible collection, is the power of our signature ingredients:

Milk proteins

A foundational ingredient that provides **deep conditioning and restores vitality to hair.**

Fruit extracts

Powerful antioxidants from **blueberry, raspberry, papaya, and mango** rejuvenate dull and weakened hair for a radiant glow.

Signature fragrance!

Sweet & delicate the iconic scent of our best-selling incredible milk is infused in each product.



An incredible LINE-UP

Targeted solutions for ultra-powerful haircare.

Explore the benefits of these incredible products for scalp and hair.



incredible serum

WHY IT WORKS

A **fast-acting** scalp serum that provides a foundation for healthy hair, at the source.

WHY YOU'LL LOVE IT

Fortifies hair at the root and promotes hair and scalp health.

THE SOLUTION FOR

Hair that is weak or brittle and needs strengthening with **added shine**.



incredible milk

WHY IT WORKS

Signature ingredients combine for deep nourishment with multiple benefits.

WHY YOU'LL LOVE IT

A proven **fan-favorite**, this leave-in spray makes hair softer, increases shine, prevents split ends, and smells incredible.

THE SOLUTION FOR

Hair that is dry/damaged and needs **multiple benefits**.



incredible oil

WHY IT WORKS

A **blend of powerful oils** illuminate and strengthen with protective benefits.

WHY YOU'LL LOVE IT

Softens hair, adds shine, protects colour, and absorbs quickly with **no residue**.

THE SOLUTION FOR

Hair that is dull and needs additional **shine and softness**.

The incredible line
\$250.00
 salon value \$362.00

SAVE
\$112.00

INVEST IN

- 5 incredible oil 50 ml / 1.7 oz
- 5 incredible serum 50 ml / 1.7 oz
- 5 incredible milk 150 ml / 5.1 oz

FREE

- 1 incredible oil 50 ml / 1.7 oz
- 1 incredible serum 50 ml / 1.7 oz
- 1 incredible milk 150 ml / 5.1 oz
- 1 incredible desk expo
- 1 incredible pop up kit of 6
- 1 styling cape
- 1 mirror cling



The incredible line
 try me kit
\$43.00
 salon value \$50.00

SAVE
\$7.00

INVEST IN

- 1 incredible oil 50 ml / 1.7 oz
- 1 incredible serum 50 ml / 1.7 oz
- 1 incredible milk 150 ml / 5.1 oz

FREE

- 1 mirror cling



Super-charge your salon!

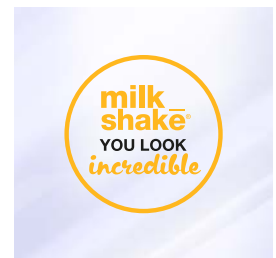
Create an unforgettable service experience with these **support materials.**



desk expo



styling cape



mirror cling



pop up kit

GIVE A LITTLE, GET A LOT!

This sweet **milk_shake®** gift set featuring three luxurious hand creams is inspired by our most popular products and was made for gifting.



Hand cream gift sets

Purchase \$150 of retail open stock
FREE

6 Hand Cream Gift sets
*while supplies last



WORD ON THE STREET

Here's what clients are saying about dry shampoo...

dry shampoo 3+1

\$39.00

salon value \$52.00

SAVE
\$13.00

INVEST IN

3 lifestyling dry shampoo 225 ml / 4.75 oz

FREE

1 lifestyling dry shampoo 225 ml / 4.75 oz



PRO TIP!

March 9th is National Dry Shampoo Day
- make sure your salon is fully stocked!



Hands down the best dry shampoo I have ever used no white residue and my hair actually looks cleaner after use!

- *Katie B.*



I have used more than my share of dry shampoos but milk_shake's dry shampoo is a little bit above everyone else's. My hair looks and feels like I actually washed it after using the dry shampoo. I will not ever use another dry shampoo again.

- *Carol C.*



Smells so good doesn't leave residue!

- *Kylie K.*

The reviews are in for whipped cream!



My hair has never looked so good!

- *Diana S.*



Best hair product I have ever used!

- *Jessica R.*



Absolutely love! It protects my hair when I'm drying it and smells AMAZING.

- *Rebecca B.*

whipped cream 3+1

\$39.00

salon value \$52.00

SAVE
\$13.00

INVEST IN

3 whipped cream 200 ml / 6.8 oz

FREE

1 whipped cream 200 ml / 6.8 oz



3 TIPS FOR MAXIMIZING COLOR PROFITS

- 1 Do your homework:** concentrate on stocking up on colors that are primarily used on your existing clientele. Go through client profiles and make a list of colors they use repeatedly to form a foundational color bar stocklist.
- 2 Measure twice, mix once:** minimize waste with more precise formulations. While it may seem like a quarter of an ounce here or a half an ounce there—imprecise color formulations can add up to big money fairly quickly. The last thing a colorist wants is to see is potential profit going down the drain.
- 3 Stock up to save:** keep an eye on your most used shades and stock up when promotions are available. Not only will you save on the upfront, but if you are a member of our Loyalty Program, you can earn points towards future purchases too!

12+6 COLOR DEALS

9 minutes 12+6

\$111.00

salon value \$166.50

SAVE
\$55.50

INVEST IN

12 9 minutes colour 3.4 oz

FREE

6 9 minutes colour 3.4 oz

*mix & match

multicolor 12+6

\$63.50

salon value \$95.40

SAVE
\$31.80

INVEST IN

12 no inhibition multicolor 3.4 oz

FREE

6 no inhibition multicolor 3.4 oz

*mix & match

creative 12+6

\$111.00

salon value \$166.50

SAVE
\$55.50

INVEST IN

12 creative permanent colour 3.4 oz

FREE

6 creative permanent colour 3.4 oz

*mix & match

BONUS TIP!

Sales Reps= Salon BFFs!

Your sales rep can help you develop a seamless inventory system and keep you on top of when you may be running low on specific shades. Think of it like having a personal ordering assistant!

WHEN TO RECOMMEND

a gloss

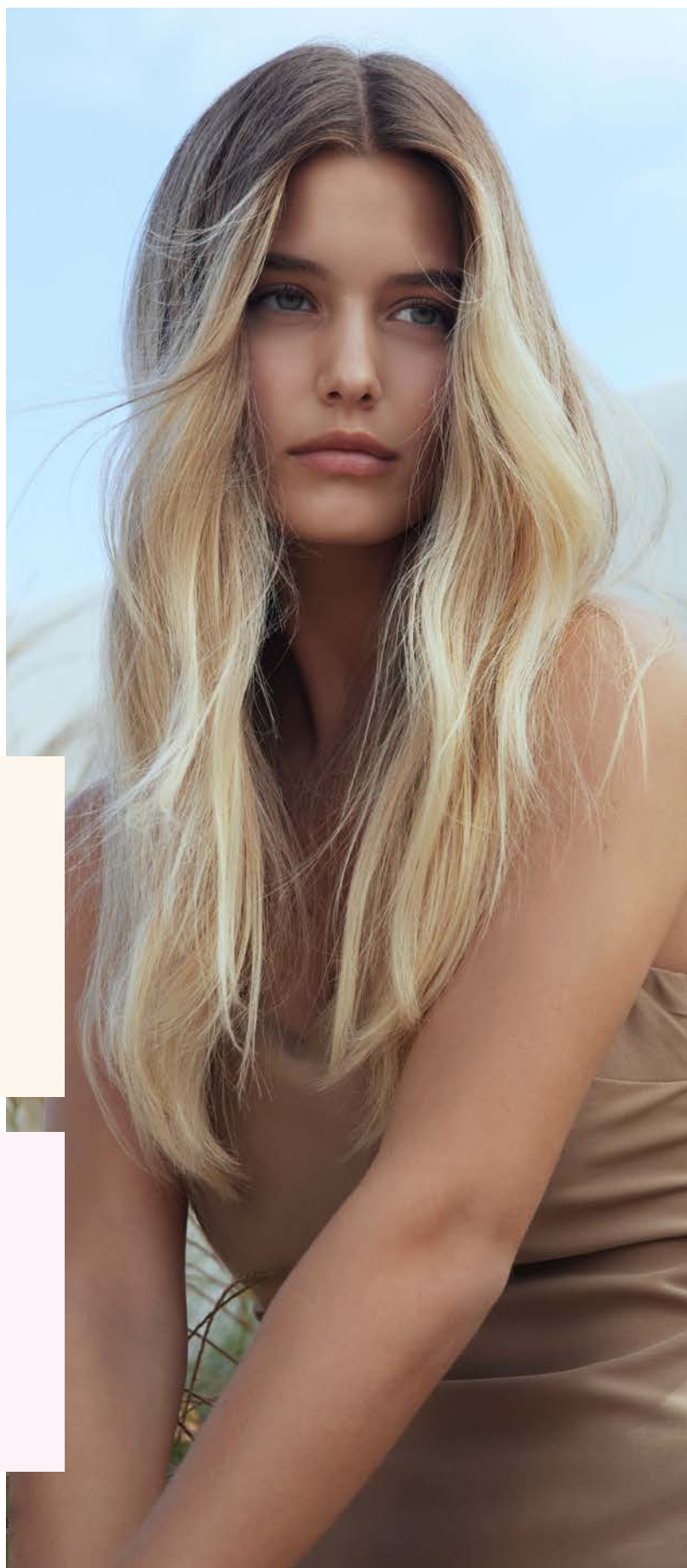
SERVICE

Color services are an important part of any salon business!

In-between touch-ups: to keep color vibrant and hair glossy.

After lightening: customize the perfect tone while protecting hair health.

To enhance grey: bring out natural tones while increasing shine.



the gloss 12+6

\$82.20

salon value \$123.30

SAVE
\$41.10

INVEST IN

12 the gloss demi permanent colour 60 ml / 2.03 fl oz

FREE

6 the gloss demi permanent colour 60 ml / 2.03 fl oz

*mix & match

smoothies 12+6

\$99.60

salon value \$149.40

SAVE
\$49.80

INVEST IN

12 smoothies semi permanent 3.4 oz

FREE

6 smoothies semi-permanent 3.4 oz

*mix & match

SALON PRICE LIST

	size oz	salon price
milk_shake®		
colour maintainer shampoo sulfate free	1.7	4.50
colour maintainer shampoo sulfate free	10.1	13.00
colour maintainer shampoo sulfate free	33.8	29.00
colour maintainer conditioner	1.7	4.50
colour maintainer conditioner	10.1	13.00
colour maintainer conditioner	33.8	29.00
leave in conditioner	2.5	5.50
leave in conditioner	11.8	13.00
leave in conditioner refill	33.8	29.00
deep cleansing shampoo	10.1	11.50
deep cleansing shampoo	33.8	27.50
whipped cream	1.7	4.50
whipped cream	6.8	13.00
deep conditioning mask	6.8	13.00
deep conditioning mask	16.8	25.50
active yogurt mask	8.4	13.00
active yogurt mask	16.8	24.00
milk_shake® incredible		
incredible milk	1.7	7.00
incredible milk	5.1	14.00
incredible oil	1.7	18.00
incredible serum	1.7	18.00
milk_shake® flower power		
colour maintainer shampoo flower fragrance	1.7	4.50
colour maintainer shampoo flower fragrance	10.1	13.00
colour maintainer shampoo flower fragrance	33.8	29.00
colour maintainer conditioner flower fragrance	1.7	4.50
colour maintainer conditioner flower fragrance	10.1	13.00
colour maintainer conditioner flower fragrance	33.8	29.00
incredible milk flower fragrance	1.7	7.00
incredible milk flower fragrance	5.1	14.00
leave in conditioner flower fragrance	2.5	5.50
leave in conditioner flower fragrance	11.8	13.00
whipped cream flower fragrance	1.7	4.50
whipped cream flower fragrance	6.8	13.00
milk_shake® make my day		
make my day shampoo	10.1	12.00
make my day shampoo	33.8	29.00
make my day conditioner	8.4	13.00
make my day conditioner	33.8	29.00
make my day mask	6x1.01	25.00
papaya booster – hydrates/gives shine	6x0.1	9.00
blueberry booster – protects/strengthens	6x0.1	9.00
strawberry booster – regenerates/nourishes	6x0.1	9.00
milk_shake® insta light		
insta.light shampoo	1.7	5.50
insta.light shampoo	10.1	14.00
insta.light shampoo	33.4	29.00
insta.lotion	3.4	8.50
insta.lotion	8.4	15.00
insta.lotion	16.9	27.00
insta.light potion	10.1	26.00
milk_shake® no frizz		
glistening spray	3.4	16.00
glistening milk	4.2	14.00

	size oz	salon price
glistening serum	3.4	16.00
glistening argan oil	0.34	5.00
glistening argan oil	1.7	17.00
glistening argan oil	8.4	40.00
milk_shake® volume solution		
volumizing shampoo	10.1	13.00
volumizing shampoo	33.8	29.00
volumizing conditioner	10.1	13.00
volumizing conditioner	33.8	29.00
volumizing styling spray	5.9	14.00
milk_shake® curl passion		
curl passion shampoo	10.1	13.00
curl passion shampoo	33.8	29.00
curl passion conditioner	10.1	14.00
curl passion conditioner	33.8	34.00
curl passion mask	8.4	14.00
curl passion mask	16.8	24.00
curl passion leave in conditioner	10.1	13.00
curl passion primer	6.8	13.00
curl passion defining gel	6.8	13.00
curl passion enhancing fluid	6.8	13.00
curl passion curl shaper	6.8	16.00
curl passion curl perfectionist	6.8	13.00
milk_shake® moisture plus		
moisture plus shampoo	1.7	4.50
moisture plus shampoo	10.1	14.00
moisture plus shampoo	33.8	29.00
moisture plus conditioner	1.7	4.50
moisture plus conditioner	8.4	14.00
moisture plus conditioner	33.8	33.00
moisture plus lotion	6x0.4	16.00
milk_shake® silver shine		
silver shine shampoo	1.7	4.50
silver shine shampoo	10.1	14.00
silver shine shampoo	33.8	29.00
light silver shine shampoo	10.1	14.00
light silver shine shampoo	33.8	29.00
silver shine conditioner	1.7	4.50
silver shine conditioner	8.4	14.00
silver shine conditioner	33.8	33.00
silver shine toning spray	3.4	8.00
milk_shake® icy blond		
icy blond shampoo	1.7	4.50
icy blond shampoo	10.1	14.00
icy blond shampoo	33.8	29.00
icy blond conditioner	1.7	4.50
icy blond conditioner	8.4	14.00
icy blond conditioner	33.8	33.00
icy blond toning spray	3.4	8.00
milk_shake® cold brunette		
cold brunette shampoo	1.7	4.50
cold brunette shampoo	10.1	14.00
cold brunette shampoo	33.8	29.00
cold brunette conditioner	1.7	4.50
cold brunette conditioner	8.4	14.00

	size oz	salon price
cold brunette conditioner	33.8	33.00
cold brunette toning spray	3.4	8.00

milk_shake® scalp care

energizing blend shampoo	10.1	14.00
energizing blend shampoo	33.8	29.00
energizing blend conditioner	10.1	14.00
energizing blend conditioner	33.8	29.00
energizing blend treatment spray	1.1	18.00
normalizing blend shampoo	10.1	14.00
normalizing blend shampoo	33.8	29.00
purifying blend shampoo	10.1	14.00
purifying blend shampoo	33.8	29.00
deep detox shampoo	10.1	14.00
deep detox shampoo	33.8	29.00

milk_shake® integrity system

integrity nourishing shampoo	1.7	4.50
integrity nourishing shampoo	10.1	14.00
integrity nourishing shampoo	33.8	29.00
integrity nourishing conditioner	1.7	4.50
integrity nourishing conditioner	10.1	14.00
integrity nourishing conditioner	33.8	29.00
integrity intensive treatment	6.8	14.00
integrity intensive treatment	16.9	26.00
integrity repairing hair lotion	8x0.4	22.00
integrity nourishing muru muru butter	6.8	23.00
integrity rebuilder	16.8	54.00
integrity fiber sealant	16.8	43.00
integrity leave in	8.4	14.00

milk_shake® colour refresh

SOS roots	2.5	14.00
colour whipped cream	3.4	9.00

milk_shake® sun&more

sun&more all over shampoo	8.4	11.00
sun&more beauty mask	6.8	11.00
sun&more incredible milk	5.1	13.00
sun&more crackling mousse	5.1	11.00

milk_shake® lifestyling

lifestyling dry shampoo mini	2.5	9.00
lifestyling dry shampoo	4.75	13.00
lifestyling smoothing cream	5.1	12.00
lifestyling liquid styler	8.4	12.00
lifestyling texturizing spritz	5.9	12.00
lifestyling texturizing cream	3.4	13.00
lifestyling freehand paste	3.4	13.00
lifestyling design wax	3.4	13.00
lifestyling thermo protector spray	6.8	13.00
lifestyling grease	3.4	13.00
lifestyling cream	3.4	13.00
lifestyling lotion	5.1	13.00
lifestyling fixing paste	3.4	14.00
lifestyling powder pop	0.18	15.00
lifestyling blow-dry primer	6.8	13.00

	size oz	salon price
lifestyling medium hold gel	6.8	13.00
lifestyling amazing mini	1.7	5.00
lifestyling amazing	6.8	14.00
lifestyling amazing curls & waves mini	1.7	5.00
lifestyling amazing curls & waves	6.8	12.00
lifestyling flexible hold hairspray	8	13.00
lifestyling extra strong hairspray	9	13.00
lifestyling volumizing mousse	6.4	12.00

milk_shake® k-respect

k-respect treatment	8.4	87.00
k-respect preparing shampoo	25	24.00
k-respect smoothing shampoo	8.4	13.00
k-respect smoothing shampoo	25	24.00
k-respect smoothing conditioner	8.4	13.00
k-respect smoothing conditioner	25	24.00

milk_shake® direct colour

conditioning direct colour	3.4	11.00
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milk_shake® permanent colour

creative permanent colour	3.4	9.25
9 minutes colour	3.4	9.25
oxidizing emulsion	32.1	9.50

milk_shake® smoothies semi permanent colour

smoothies	3.4	8.30
activating emulsion	32.1	9.50
intensive activating emulsion	32.1	9.50
light activating emulsion	32.1	9.50

milk_shake® the gloss demi permanent colour

the gloss	2.03	6.85
the gloss neutral	8.4	13.00
the gloss activator	33.5	8.70

milk_shake® colour specifics

acid colour sealer	6.8	11.50
colour sealing conditioner	33.8	29.00
colour sealing shampoo	33.8	29.00
instant remover	8.4	8.00
pro colour equalizer	8.4	11.50
powerful protector	8.4	20.00

milk_shake® light catcher spotlight

light catcher spotlight lift & balance	3.4	8.80
light catcher spotlight light layers	3.4	8.80
light catcher spotlight level 7 freehand	14.11	28.00
light catcher spotlight level 8	17.64	28.00
light catcher spotlight level 9	17.64	30.00
light catcher spotlight fast toning	3.4	8.00
light catcher spotlight black cream	8.82	27.00
light catcher spotlight clear lights	8.82	19.00
light catcher spotlight soft light oxidizing emulsion 40 VOL	33.8	9.50

NO INHIBITION MULTICOLOUR

multicolour permanent colour	3.4	5.30
oxidizing emulsion	33.8	7.25

THIS YEAR IS OFF
TO AN *incredible* START!
STAY TUNED FOR NEW
PRODUCTS, FRESH PROMOS,
& **MORE!**



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