



milk shake[®]

feel-good, healthy hair
for feel great days

about milk_shake



There's a moment that happens in every great salon — the moment when someone looks in the mirror and their whole face lights up. Something inside them lifts.

At milk_shake, that's the moment we live for.

For salons like yours, milk_shake offers something magical: products that deliver real, visible, professional performance while creating experiences that clients feel instantly — and remember.

We are milk_shake — professional at the roots, playful at the ends. Powered by the goodness of milk proteins and guided by the belief that when people feel good, they share that good with the world.



Our formulas spark joy before they even hit the hair. Scents that turn heads. Textures that feel luxurious. Results that make clients say “wow” out loud. Suddenly, a routine service becomes an experience worth coming back for.

**Our mission is simple:
bring joy to the world,
one feel-great hair day at a time.**

At the heart of milk_shake are multi-sensory experiences that transform the health and feeling of all hair types — in the salon and at home.

We believe that nourishment is the cornerstone of beautiful hair, which is why all our products are crafted with hair's health in mind. At the core of milk_shake's products are milk proteins and other key ingredients that deeply nourish hair.



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



fruit extracts

Powerful antioxidants that help rejuvenate dull, weakened hair.

milk_shake isn't just about beautiful hair — it's about the joyful sensorial experience that comes with it.



textures that delight

Our formulas indulge the senses making cleansing and styling a treat.



ingredients that nourish

Enriched with ingredients so each formula delivers strong, soft, shiny and healthy-looking hair.



scents that indulge

Products with irresistible fragrances that bring sensorial happiness - all designed to spark joy.

The milk_shake portfolio

The milk_shake portfolio meets the needs of industry professionals as well as their salon clients, providing high-quality solutions for hair color and hair care in every setting.

Hair care

cleanse, nourish, & repair



moisture&more



leave in



integrity & strength



incredible



make my day

color protection & toning



colour care



colour care flower vibes



icy blond



silver shine



cold brunette

perfect & shape



volume solution



insta.light



no frizz allowed



curl passion

scalp care



energizing blend



purifying blend



normalizing blend



deep detox

styling



BODY & VOLUME



TEXTURE & SHAPE



SMOOTH & THERMO



HOLD & FIXING

Hair color

permanent



creative
conditioning permanent hair colour



9 minutes
quick conditioning permanent hair colour

demi permanent



the gloss
acidic pH demi-colouring treatment for hair



smoothies
conditioning semi-permanent hair colour

lighteners



lightcatchers
5 high performance formulas of different strengths and speeds for all lightening needs

**milk
shake**[®]
incredible

**ideal for dry,
unmanageable hair**

Super-charge any clients' daily haircare routine by adding strength, protection, softness and shine from scalp to ends.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extracts

Powerful antioxidants rejuvenate dull hair for a radiant glow.



mururu butter

Reduces frizz and enhances softness.



scent

warm vanilla

Sweet almond and vanilla beans tempt the senses with a familiar fragrance that smells like a classic baked treat.



incredible milk
leave-in treatment for all hair types

Transforms and repairs dry, dull, and damaged hair.

12 incredible benefits: 1) Repairs all hair types; 2) Tames frizz; 3) Prevents split ends; 4) Protects from heat; 5) Ensures long-lasting hairstyles; 6) Provides effortless detangling; 7) Gives extreme shine; 8) Adds body and volume; 9) Facilitates styling with straighteners and/or curling irons; 10) Protects and maintains color; 11) Protects against UV 12) Seals cuticle



incredible oil
illuminating & protective oil

Lightweight hair oil spray with a blend of nourishing and illuminating oils, derived from argan and sunflower.

Its fast-absorbing formula deeply nourishes and gives the hair a luminous finish, ideal for frizzy, dull, and damaged hair that needs a boost of protection.

Perfect for daily use, it seals the cuticles and enhances hair's natural beauty, leaving it light, soft, and silky.



incredible serum
fortifying serum

Fast-absorbing fortifying serum that nourishes and revitalizes scalp and hair from the root, promoting strong, voluminous hair.

Refreshing formula absorbs cleanly and evenly, leaving scalp feeling nourished.

Enhanced with Hyaluronic Acid, Caffeine, Biotin and Pumpkin Seed Extract to promote optimal scalp balance and hydration.

Suitable for daily use or as needed before styling.

milk shake® leave-in

ideal for dry hair

The ultimate everyday hair treats - lightweight, nourishing formulas help detangle, hydrate, and protect all hair types without weighing hair down. Perfect for daily use, they leave hair silky, manageable, and beautifully scented - making them a must-have for stylists and a feel-good favorite for clients at home.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extracts

Powerful antioxidants rejuvenate dull hair for a radiant glow.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

warm vanilla

Sweet almond and vanilla beans tempt the senses with a familiar fragrance that smells like a classic baked treat.



leave in conditioner
leave-in conditioner for all hair types

Specifically formulated to condition untreated or slightly dry hair. Helps balance moisture in the hair, giving protection and greater manageability to damaged hair after applying rinse conditioners or treatments. Leave-in conditioner helps revitalize and gives shine and manageability to hair for all hair types, including color-treated.



whipped cream leave-in foam
no rinse conditioning & protective creamy foam for all hair types

Ideal for all hair types and tones. Formulated to condition the hair & maintaining its moisture balance. Enriched with panthenol to help hair look healthier, thanks to its conditioning for all hair types, including color-treated beauty, leaving it light, soft, and silky.

milk shake®

moisture & more

ideal for dry, dehydrated hair

Delivers visibly healthier-looking hydrated hair by providing deep hydration, softness and shine instantly.



key feel-good hair ingredients



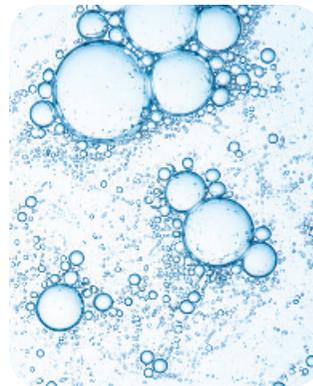
milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



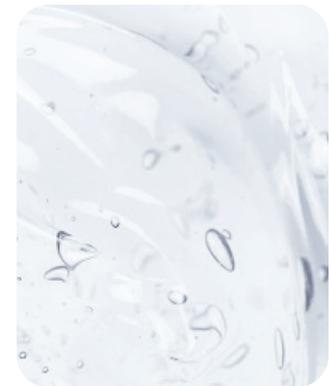
fruit extracts

Powerful antioxidants rejuvenate dull hair for a radiant glow.



niacinamide

Provides antioxidant protection, reduces frizz and enhances softness.



hyaluronic acid

Helps restore moisture balance & provides weightless hydration.



scent

fresh tropical fruits

Fresh tropical fruits evoke the essence of a breezy tropical island escape with the fresh scent of sun-ripened papaya and zesty citrus.



moisture&more shampoo
moisturising shampoo for dry hair

Rich, hydrating shampoo best for daily cleansing of dry hair.

A combination of nourishing ingredients come together to restore moisture and softness with every wash.

Maintains optimal moisture balance and replenishes hair leaving it strong and shiny.

Enhanced with Integrity 41® to help maintain long-lasting color.



moisture&more conditioner
moisturising conditioner for dry hair

A creamy, moisturizing conditioner that is best for dull, dry hair.

Formulated to restore moisture and protect against environmental stressors.

Leaves hair softer, shinier, and more manageable.



moisture&more whipped cream
no rinse, moisturising, protective mousse for dry hair

A leave-in conditioning foam designed for dull, dry hair.

An enriching combination of ingredients blend together to rebalance moisture levels while providing softer, shinier hair that feels plumper.

Ideal pre-styling treatment or on dry hair in need of additional hydration and shine.



moisture&more serum
moisturising & illuminating serum for dry hair

A leave-in hair serum designed for dry, dull hair.

An enriching combination of ingredients blend together to seal the cuticle.

Leaves hair softer, shinier, and more manageable.

Can be applied multiple times a day without weighing hair down or feeling greasy.



moisture&more lotion
moisturising lotion for dry hair

A deeply hydrating yet lightweight liquid mask that revives dry hair without weighing it down.

Restores moisture, replenishes hair and delivers essential nutrients.

Hair feels instantly stronger, softer and shinier.

milk shake®

colour care

ideal for color-treated hair

The perfect daily solution for vibrant, long-lasting color and nourishes hair while protecting color from fading.

A must-have collection for stylists who want lasting results and clients who want their color to shine bright between visits.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



wheat proteins

Restores natural keratin in hair to support healthy structure and resistance.



vitamin e

Provides powerful antioxidant protection.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

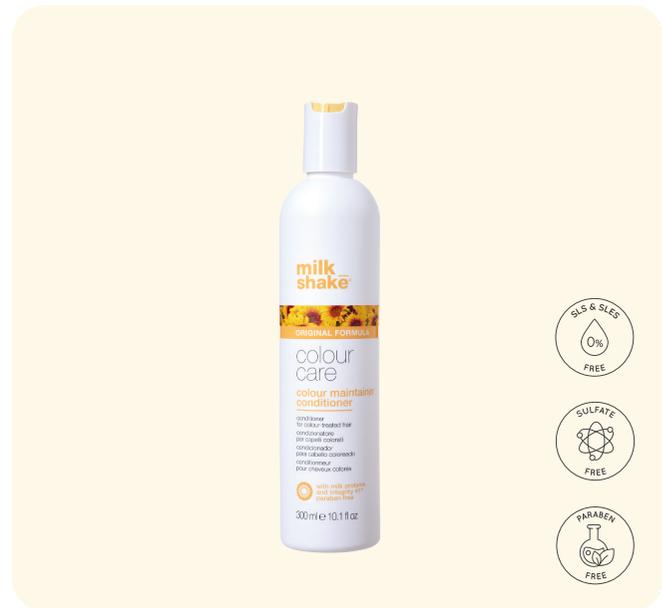
warm vanilla

Sweet almond and vanilla beans tempt the senses with a familiar fragrance that smells like a classic baked treat.



colour care colour maintainer shampoo
hydrating & protective shampoo for colour-treated hair

Gentle, color-safe cleansing with a sweet indulgent scent.
Maintaining the hair's optimum moisture balance and preserving the intensity of hair color.
Can be used every wash cycle.



colour care colour maintainer conditioner
conditioner for colour-treated hair

Specifically formulated to maintain the hair's optimum moisture balance and protect hair color radiance.
Hydrates, restores, & revitalizes strands.
Can be used every wash cycle.



colour care deep conditioning mask
intensive maintenance conditioner for colour-treated hair

An intensive conditioner formulated with concentrated ingredients for exceptional, long-lasting and stable hair color.
Extremely protective and detangling, it enhances the shine, softness and vitality of the hair, increasing vigor without weighing the hair down.
Enriched with coconut and castor oils to leave hair smooth and frizz-free.

milk shake®

colour care

ideal for color treated hair

A completely vegan, color-protecting range that delivers lasting vibrancy, shine, and softness with every wash. Infused with a fresh floral scent, this gentle, daily-use formula is loved by stylists for the results.



key feel-good hair ingredients



soy proteins

Helps repair damage and restore shine to color-treated hair.



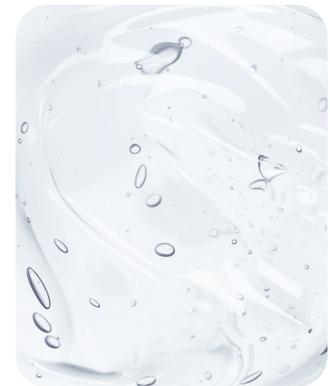
moringa oleifera extract

Superfood with emollient and hydrating properties for hair and scalp.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



hyaluronic acid

Helps restore moisture balance & provide weightless hydration.



scent

fresh, fruity floral

Scented with gardenia, peach blossom and crisp green apple, the fragrance is light and bright.



colour care colour maintainer shampoo | flower fragrance
hydrating & protective shampoo for colour-treated hair

Vegan shampoo that nourishes & protects color-treated hair.

Gently cleanses color-treated hair.

Maintains hair's optimal moisture balance and preserves the intensity of hair color.



colour care conditioner | flower fragrance
conditioner for colour-treated hair

Color-safe, vegan conditioner leaves hair with a fresh floral essence.

Maintains hair's optimal moisture balance and preserving the intensity of hair color.



leave in conditioner | flower fragrance
leave-in conditioner for all hair types

A vegan leave-in conditioner for color-treated hair, formulated for a soft, shiny finish.

Conditions and gives greater manageability to dry or damaged hair.

Helps restore the moisture balance of hair, leaving it shiny and soft.



whipped cream leave-in foam | flower fragrance
no rinse conditioning & protective creamy foam for all hair types

A vegan leave-in conditioner foam for softer, more manageable hair.

Calms frizz and static.

Ideal for all hair types and tones.



incredible milk | flower fragrance
leave-in treatment for all hair types

Transforms and repairs dry, dull, and damaged hair.

12 incredible benefits:

- 1) Repairs all hair types;
- 2) Tames frizz;
- 3) Prevents split ends;
- 4) Protects from heat;
- 5) Ensures long-lasting hairstyles;
- 6) Provides effortless detangling;
- 7) Gives extreme shine;
- 8) Adds body and volume;
- 9) Facilitates styling with straighteners and/or curling irons;
- 10) Protects and maintains color;
- 11) Protects against UV
- 12) Seals cuticle

milk shake®

icy blond

ideal for unwanted brassy tones

Specially formulated for levels 9 and 10, natural or color treated, delivering powerful toning to neutralize yellow and golden hues while enhancing icy, cool tones. It's a must-have for stylists and clients who love their hair blonde, ultra-bright and beautifully balanced.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



grape seed oil

Known for its emollient and nourishing properties to provide softness and protection.



rice bran oil

Rich in antioxidants and essential fatty acids to nourish and strengthen strands.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

juicy red grapes & orchid

This fresh, fruity & vibrant scent evokes the fragrance of juicy grape, berry and airy florals.

* Icy Blond Shampoo & Conditioner won Allure's Best of Beauty



icy blond shampoo
specific shampoo for blond hair

Cleanses hair gently with specific black pigment.

Creates an idyllic platinum-ash finish.

Enhanced with a plant-based keratin with 18 amino acids derived to help restore hair's appearance.



icy blond conditioner
specific conditioner for blond hair

Paraben-free blonde conditioner gives hair softness.

Gives hair a healthy, vibrant appearance.

Rich muru muru butter helps form a film around cuticles and softens hair.



icy blond toning spray
toner for blond hair

Washless toning spray formulated with black pigment.

Leaves hair feeling healthy and vibrant.

Enriched with panthenol to help hair look healthier thanks to its conditioning properties.



before



after 1 wash

milk shake® silver shine

ideal for unwanted brassy tones

The ultimate toning solution to neutralize unwanted yellow tones while boosting shine and softness for white, greys and blondes. Gently cleanses and conditions all light hair types, a stylist favorite for keeping color fresh and a client go-to for maintaining cool, radiant tones between salon visits. Formulated to neutralize unwanted brassy, yellow and golden tones on levels 8, 9 & 10 natural or color-treated hair.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



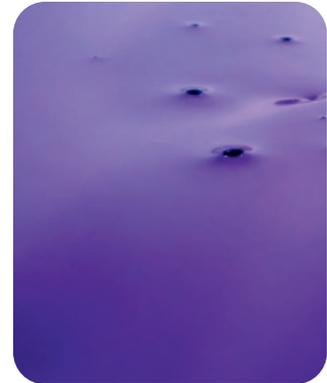
integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



fruit extracts

Derived from raspberries, blueberries and blackberries to help tone and nourish hair.



violet pigments

Neutralize warm tones.



scent

sweet berry & wild violet

Tone away brass and welcome the aroma of blueberry, blackberry, and raspberry blended with a sugary, sweet scent of wild violet.



silver shine shampoo
specific shampoo for blond or grey hair

A delicate cleanser that neutralizes unwanted yellow and golden tones that are common in white, grey, blonde or bleached hair.

Hair is left shiny, soft and vibrant.

Recommended for use 1-2x per week.



silver shine light shampoo
specific shampoo for blond or grey hair

A delicate cleanser that neutralizes unwanted yellow and golden tones that are common in white, grey, blonde or bleached hair.

Contains 50% less violet pigments.

Hair is left shiny, soft and vibrant.

Can be used every wash cycle.



silver shine conditioner
specific conditioner for blond or grey hair

A toning and deep conditioner with pigments that neutralize unwanted brass.

Leaves hair conditioned, soft and full of vitality.

Maintains hair's moisture balance and protecting hair color.

Recommended for use 1-2X per week.



silver shine toning spray
toner for blond or grey hair

Washless toning spray helps neutralize unwanted warmth.

Strengthens and hydrates hair, leaving it looking healthy and radiant while detangling and making it easier to comb.



before



after 1 wash

milk shake®

cold brunette

ideal for unwanted brassy tones

The perfect solution for brunettes craving rich, cool tones without warmth or brassiness. Enhances depth and shine while neutralizing unwanted red and orange hues in lighter brunette tones. Ideal for levels 4, 5 and 6 natural or color-treated brunettes.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



amino acid complex

Derived from wheat & soy, improves hair appearance and restores elasticity.



blue pigments

Removes unwanted warm tones and makes cool toning treatments last longer.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

caramelized candy & creamy vanilla

A sweet escape of sugared berries, candy and a hint of vanilla will delight the senses for a true treat.



cold brunette shampoo
specific shampoo for brown hair

Helps keep brunette tones rich, cool and dimensional - no more dull, brassy fading.
Hair is left feeling shiny, healthy and vibrant.



cold brunette conditioner
specific conditioner for brown hair

Gives hair softness and removes warm tones – red/orange – from brown hair.
Gives hair a healthy, vibrant appearance.



cold brunette toning spray
toner for brown hair

Formulated with a special blue pigment developed to reduce warm, red-orange tones in brown hair.
Strengthens and hydrates hair, leaving it looking healthy and radiant.
Helps detangle and makes it easier to comb.



before



after 1 wash

milk shake® integrity & strength

ideal for damaged and dull hair

This range nourishes, strengthens, and repairs the hair from exposure to environmental and instrumental (mechanical) stress. integrity & strength delivers visible restorative results and long-term care for hair.



key feel-good hair ingredients



mururu butter

Smooths the surface of the hair and seals the cuticle to combat the absorption of humidity.



amaranth seed extract

Protects hair fiber, prevents breakage and split ends while restoring hair's natural elasticity.



scent

sweet and tropical

Indulgent coconut, orchid and vanilla create a warm yet refreshing aroma that delights with every wash.



integrity & strength nourishing shampoo
nourishing shampoo for damaged hair

Formulated to gently cleanse, fortify and repair hair leaving it soft, smooth and radiant.
Helps protect, enhance manageability and prevent future hair breakage.
Enhanced with argan oil to nourish, restore shine and elasticity to hair.



integrity & strength nourishing conditioner
nourishing conditioning cream for damaged hair

Formulated to condition, fortify and repair hair leaving it soft, smooth and radiant.
Helps protect, enhance manageability and prevent future hair breakage.
Enhanced with argan oil to nourish, restore shine and elasticity to hair.



integrity & strength intensive treatment
nourishing intensive treatment mask for damaged hair

Deeply strengthens and repairs hair, leaving it soft, smooth, manageable and easy to comb.
Helps protect, enhance manageability and helps prevent future hair breakage.
Enhanced with coconut oil to deeply nourish, tame frizz and restore softness and shine.

milk shake®

INSTA.LIGHT

ideal for damaged and dull hair

Delivers instant shine, sleekness, and salon-level smoothness in seconds. Formulated to strengthen, seal split ends, and tame frizz for a silky, mirror-like finish.

- **Glass hair** effect on all hair types
- **Laminated** effect that lasts 3-5 shampoos.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extracts

Derived from lemons and blueberries help give hair radiance, shine and silky softness.



hyaluronic acid

Helps restore moisture balance & provide weightless hydration.



scent

peach bellini

Treat hair and senses to bright, bubbly bellini-inspired notes of sun-soaked peach and prosecco with a touch of garden-fresh gardenia.



insta.light shampoo
strengthening shampoo with a filler effect for all hair types

A shampoo that strengthens and nourishes the hair for a more radiant, glass-like look and feel.

Hair is instantly detangled, hydrated, light as air and absolutely glossy.



insta.lotion
liquid mask for instant glossy, silky hair

An intense shine treatment for a glossy, glass-like finish.

For hair that's stronger, silkier, more manageable, and hydrated.

With a light-as-air formula, hair dries faster and is instantly detangled.

This hair shine treatment is fast-acting & only needs a few seconds to work its magic.



insta.light potion
extra shine effect leave in treatment

Makes hair incredibly silky soft.

Seals down the cuticles making hair shine with an instant mirror-like effect.

Enhanced with sweet almond proteins for smooth, shiny, and resilient hair – helps soften, condition, and protect hair while improving manageability and reducing frizz.

milk shake[®]

no frizz allowed

ideal for frizzy hair

no frizz allowed collection is the ultimate solution for smooth, manageable hair — it's loved by stylists for its reliable, long-lasting results and by clients for the effortlessly sleek, frizz-free finish they can enjoy every day.

- Nourishment & reconstruction without weighing hair down.
- Restores shine & luster to the hair.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extract

Derived from kakadu plum, which has a high concentration of Vitamin C, which helps support more resistant, smoother and softer hair.



scent

kakadu plum, coconut, and bergamot.



no frizz allowed perfecting shampoo
taming shampoo for frizzy hair

Gently cleanses, leaving hair silky-soft and manageable.

Rich in vitamin C and antioxidants, it is designed to fight frizz caused by humidity and environmental stress.



no frizz allowed perfecting conditioner
taming conditioner for frizzy hair

The light, creamy formula detangles hair without weighing it down, leaving it silky and manageable.

Rich in vitamin C and antioxidants, it is designed to fight frizz caused by humidity. Contributes to eliminating frizz, acting as a shield against external damage.



no frizz allowed amazing anti-humidity spray
taming protective spray for frizzy hair

Delivers long-lasting frizz protection and humidity control.

Heat-activated polymers create a protective, impermeable film around hair providing anti-humidity protection that helps maintain the hairstyle for longer.

The ultra-light formula reduces drying time, protects against hot styling tools, and doesn't weigh hair down.



no frizz allowed glistening light milk
taming, shine-enhancing milk for thin hair

Ultra-light texture that controls humidity and prevents excessive undesired volume without weighing down hair.

Coats hair, delivering long-lasting humidity control.

Prevents frizz, taming hair and leaving it soft and shiny.

Protects against external aggressors and helps smooth the hair surface.



no frizz allowed glistening rich serum
taming, shine-enhancing serum for coarse hair

Specially formulated to nourish frizz-prone, thick hair.

Leaves hair instantly soft, silky and flowing.

A blend of maracuja and macadamia oils boost shine, deeply nourish and hydrate the hair for a smooth, radiant finish.

milk shake[®]

volume solution

ideal for fine hair

A go-to for fine, limp, thin hair—adding body, fullness, and natural movement without weighing it down.

It's a favorite among stylists for creating long-lasting volume and loved by clients for its lightweight feel and noticeable results.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extracts

Derived from strawberries and papaya to rejuvenate dull, weakened hair.



sugar cane extracts

Helps restore hydration to the scalp.



integrity 41[®]

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

sweet citrus & floral

Enjoy an irresistible balance of brightness and warmth with a scent that's light, sweet and layered.



volume solution volumizing shampoo
volumizing shampoo for all hair types

A shampoo developed to give volume and body without weighing the hair down.

Cleanses gently to transform hair, giving it body.



volume solution volumizing conditioner
volumizing conditioner for all hair types

Gently nourishes hair while promoting natural body without the stiffness.

With a deep action, it gives softness and body without weighing the hair down.

Transforms and gives volume to all hair types.

milk shake® energizing blend

ideal for hair with specific needs

Targeted solutions for a healthier scalp and more beautiful hair from the root.

Suitable for all hair types and gentle enough for regular use, it's a go-to for stylists focused on scalp health and a must-have for clients who want clean, refreshed, and balanced hair from the inside out.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



plant extract

Contains 11 extracts, like organic rosemary, sage, Fivoranti balm, to revitalize the scalp.



scent

rosemary, peppermint leaves, sage

Refresh your scalp and energize your senses with the revitalizing aromas of rosemary, peppermint and sage.



energizing blend shampoo
hair thickening shampoo

Energizing shampoo for fine, thinning and fragile hair, it cleanses deeply but gently, respecting the scalp and hair.

Contains 11 essential oils to revitalize the scalp.



energizing blend conditioner
hair thickening conditioner

Conditioner for fine and fragile hair, it detangles and gives softness without weighing the hair down.

The selected blend of botanical extracts and the powerful hair conditioners invigorate the hair and provide a soft, pleasant, energizing feeling.

Contains 11 essential oils to revitalize the scalp.



energizing blend scalp treatment
hair thickener scalp treatment

A delicate formula with active plant-based ingredients, essential oils and a balanced blend of gentle surfactants gently cleanses sebum and greasy residue deeply.

Ideal for scalp and hair that tend to get greasy quickly.

milk shake®

scalp care

ideal for hair with specific needs

Three targeted solutions for a healthier scalp and more beautiful hair from the root. Formulated with botanicals, gentle cleansers, and essential oils, it soothes, helps balance oil, and revitalizes the scalp environment - promoting stronger, healthier hair. Suitable for all hair types, it's a go-to for stylists focused on scalp health and a must-have for clients who want clean, refreshed, and balanced hair.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



plant based extracts

Green tea leaves, packed with vitamins and minerals, have an antioxidant and soothing action on the scalp.



scent

Sweet, creamy matcha-inspired fragrance that feels clean, calming, and indulgently fresh.*

*Ingredients and scent feature Deep Detox Shampoo



deep detox shampoo
 detoxifying shampoo for scalp and hair

Detox shampoo that resets scalp and hair with a deep cleanse while respecting the natural hydrolipidic film.

Gently purifies while nourishing hair, restoring natural radiance and vitality. Targets and eliminates 55%* of copper and 63%* lead, keeping color bright.



purifying blend shampoo
 intensive purifying shampoo for scalp and hair

Deep yet delicate cleanser that rebalances the scalp, freeing it from impurities, sebum, sweat and styling residue.

Protects and restores a healthy scalp environment, leaving it refreshed and shiny.

Selected plant-based ingredients contribute to protecting the scalp and hair from pollution.



normalizing blend shampoo
 shampoo for normal or greasy scalp and hair

A delicate formula with active plant-based ingredients, essential oils and a balanced blend of gentle surfactants gently cleanses sebum and greasy residue deeply.

Ideal for scalp and hair that tend to get greasy quickly.

* Tested on human hair strands. Analysis of copper/lead content after washing

milk shake®

curl passion

ideal for hair with specific needs

Curl passion is made to love every kind of curl—enhancing shape, bounce, and definition while keeping hair soft, frizz-free, and full of life. Formulated to nourish and hydrate without weighing curls down. Perfect for wavy, curly, and coily hair types and gentle enough for daily use, it's a go-to for stylists who want beautiful, touchable texture and a must-have for clients embracing their natural curl pattern with confidence.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



organic babassu oil

Repairs damage and restores lipids.



organic pracaxi oil

Strengthens and fortifies the hair fiber.



scent

Tropical piña colada-inspired fragrance blending juicy pineapple, fresh kiwi, and creamy coconut for a sunny, feel-good curl experience.



curl passion shampoo
shampoo for curly hair

Suitable for all wavy and curl types, this gentle cleanser deeply softens the hair while creating manageability, helping to keep curls bouncy and defined.



curl passion conditioner
conditioner for curly hair

Suitable for all wavy and curl types, this weightless conditioner deeply softens the hair creating manageability, stronger elasticity, and long lasting curls.



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.

curl passion styling



curl passion leave in

Softness, manageability, bounce



curl passion primer

Wave/curl prep, style maintenance, softness



curl passion enhancing fluid

Lightweight shine, definition



curl passion defining gel

Softness, flexible hold, humidity protection



curl passion curl shaper

Softness, definition, frizz control



curl passion curl perfectionist

Shine, definition, frizz control

milk shake® make my day

make my day shampoo & conditioner delivers soft, shiny, irresistibly touchable hair in just one wash—infused with milk proteins and a sweet vanilla scent for a feel-good, salon-fresh experience. Gentle enough for daily use and suitable for all hair types, it's the perfect way for clients to maintain healthy, beautiful hair between visits—and a favorite go-to for stylists who want instant results with a sensory boost.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



fruit extracts

Powerful antioxidants that help rejuvenate dull, weakened hair.



scent

warm vanilla

Sweet almond and vanilla beans tempt the senses with a familiar fragrance that smells like a classic baked treat.



make my day shampoo
milk shampoo for super soft hair

Gentle daily shampoo, leaves all hair types shiny and super soft. Enriched with milk proteins and a blend of goji, strawberry, and raspberry extracts with antioxidant action.



make my day conditioner
milk conditioner for super soft hair

Creamy milk-texture conditioner, detangles and softens all hair types without weighing hair down. Enriched with milk proteins and a blend of goji, strawberry, and raspberry extracts with antioxidant action.

milk shake®

LIFESTYLING

ideal for styling

The perfect finishing touch for every look—offering versatile, high-performance styling solutions that define, protect, and enhance all hair types, every day. From volume-boosting sprays to frizz-fighting creams and texture-perfecting pastes, each formula is enriched with nourishing ingredients like quinoa proteins and uv filters to keep hair healthy, shiny, and effortlessly styled.



key feel-good hair ingredients



milk proteins

Have a conditioning and nourishing effect, giving hair strength and softness.



quinoa proteins

Makes hair easier to comb, leaving it soft and radiant.



integrity 41®

Derived from sunflower seed extract to protect against stress factors that can threaten hair's integrity, color intensity and shine.



scent

citrus & jasmine bloom

A fresh, airy scent that blends bright citrus and sea spray and soft jasmine, settling into driftwood, oakmoss for a light, modern finish.

* Scent varies by product.

Our 4 core-categories to effortlessly create any style

Body & Volume

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



Texture & Shape

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



Hold & Fixing

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

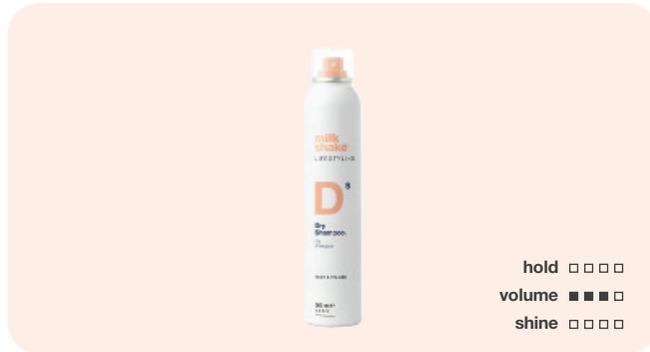


Smooth & Thermo

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



BODY & VOLUME



dry shampoo

Ultra-light spray formula, refreshes any look with a matte effect. Absorbs excess oil without leaving residue and gives hair instant volume. Use as a styling product for fuller, more textured hair.



volumizing mousse

Creates volume and dimension with long-lasting hold in a lightweight foam. The soft texture ensures flexibility during blow-drying and provides a glossy finish.



powder pop

Volumizing powder helps lift roots for instant volume with 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.



liquid styler

An ultra-versatile, lightweight styling fluid ideal 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 hair dryer and brush or diffuser depending on the effect to be achieved.



medium hold gel

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.



bodyfying cream

Lightweight texturizing cream that gives volume and body at the root on lengths and ends, it provides support to enhance hair's natural movement.

SMOOTH & THERMO



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.



blow dry primer

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.



thermo protector

Heat protectant spray formula helps create an invisible shield around hair to defend against the high temperatures of hair dryers, straighteners and curling irons. Delivers maximum shine while helping to protect against breakage & split ends.



let it shine

Ultra-lightweight shine spray delivers maximum shine and an instant gloss effect. Keeps static at bay and helps keep color vibrant and intense. Can be used after styling and finishing services.



smoothing miracle shield

Ultra-light heat and humidity protectant spray helps by coating strands in an invisible shield while giving an intense shine. Activated by heat to create a thermo-protective barrier that helps preserve hair against potential harm caused by styling tools up to 450° F.

TEXTURE & SHAPE



hold ■■■□
 volume ■■■■
 shine □□□□

texturizing spritz

Lightweight bodifying spray helps boost volume and density from root to tip. Gives styles hold and control. Perfect for creating matte finish 'beach' looks.



hold ■■■■
 volume ■■■□
 shine ■■■□

shaping foam

Strong hold styling mousse ideal for structured looks, to shape styles and provide maximum control during blow drying. Helps styles last longer.



hold ■■■□
 volume ■■■■
 shine ■■■□

texturizing cream

Lightweight styling water-cream adds body with a medium hold. Highly workable texture for styling individual locks to the entire head. Hair is left hydrated and flexible with a matte finish.



hold ■■■□
 volume ■■■□
 shine ■■■■

glossy wax

Polishing wax with a light modeling effect can help provide flexible definition in a glossy finish.

HOLD & FIXING



extra strong hairspray

Ultra-fine mist helps provide hold and structure for long-lasting styling with a boost of hydration. Contains ingredients with heat protection properties.



**milk
shake[®]**

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