

the
salon
center
(205) 940-1140

milk_shake^{PRO}

NEW DOOR INTROS '25



Salon Rewards Program

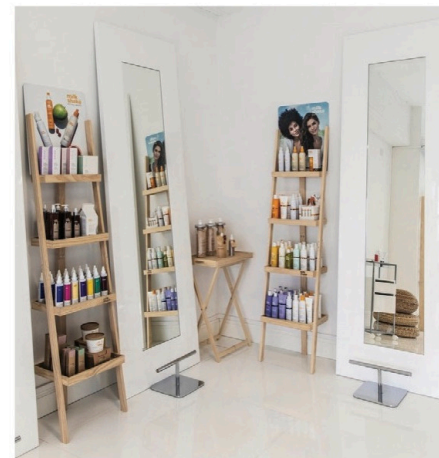


Designed to reward loyal **milk_shake**® customers with support tools that will **help your business grow**. Our program will provide your salon with numerous benefits, such as education, free backbar, station products, samples and marketing tools, based on the level of your purchases.

- / **SILVER**
\$1500 - 2999 per quarter, you will earn:
5% Reward Points of your total purchases
- / **GOLD**
\$3000 - 4999 per quarter, you will earn:
7% Reward Points of your total purchases
- / **PLATINUM**
\$5000 - 9999 per quarter, you will earn:
10% Reward Points of your total purchases
- / **DIAMOND**
\$10 000 (or more) per quarter, you will earn:
12% Reward Points of your total purchases

Become a **concept salon** and earn an **additional 5%** reward points!

Ask your sales representative for more details.



milk_shake EXPERIENCE

\$2,754.00 / Salon Value \$4,277.20

SAVE
\$1,523.00

- 6 color maintainer shampoo 10.1 oz
- 6 color maintainer conditioner 10.1 oz
- 6 deep conditioning mask 6.8 oz
- 6 leave in conditioner 11.8 oz
- 6 insta.light shampoo 10.1 oz
- 6 insta.lotion 8.4 oz

incredible

- 6 incredible milk 5.1 oz
- 3 incredible oil 1.7 oz
- 3 incredible serum 1.7 oz

make my day

- 3 make my day shampoo 10.1 oz
- 3 make my day conditioner 8.4 oz
- 3 whipped cream 6.8 oz

flower vibes

- 3 color maintainer shampoo flower 10.1 oz
- 3 color maintainer conditioner flower 10.1 oz
- 3 leave in conditioner flower edition 11.8 oz
- 3 incredible milk flower 5.1 oz
- 3 whipped cream flower 6.8 oz

silver shine

- 3 silver shine shampoo 10.1 oz
- 3 silver shine light shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz
- 3 silver shine toning spray 3.4 oz

integrity & strength

- 3 integrity & strength nourishing shampoo 10.1 oz
- 3 integrity & strength nourishing conditioner 10.1 oz
- 3 integrity & strength intensive treatment 6.8 oz

moisture & more

- 3 moisture & more shampoo 10.1 oz
- 3 moisture & more conditioner 8.4 oz
- 3 moisture & more whipped cream 6.8 oz
- 3 moisture & more lotion 6 x 0.4 oz
- 3 moisture & more serum 3.4 oz

volume solution

- 3 volumizing shampoo 10.1 oz
- 3 volumizing conditioner 10.1 oz
- 3 volumizing styling 5.9 oz

curl passion

- 3 curl passion shampoo 10.1 oz
- 3 curl passion conditioner 10.1 oz
- 3 curl passion mask 8.4 oz
- 3 curl passion leave in 10.1 oz
- 3 curl passion primer 6.8 oz
- 3 curl passion defining gel 6.8 oz
- 3 curl passion enhancing fluid 6.8 oz
- 3 curl passion curl shaper 6.8 oz
- 3 curl passion curl perfectionist 6.8 oz

icy blond

- 3 icy blond shampoo 10.1 oz
- 3 icy blond conditioner 8.4 oz
- 3 icy blond toning spray 3.4 oz

cold brunette

- 3 cold brunette shampoo 10.1 oz
- 3 cold brunette conditioner 8.4 oz
- 3 cold brunette toning spray 3.4 oz

This intro package contains the full range of shampoos, conditioners and treatments plus the premium merchandising kit to make your salon look gorgeous.

scalp care

- 3 purifying blend shampoo 10.1 oz
- 3 normalizing blend shampoo 10.1 oz
- 3 energizing blend shampoo 10.1 oz
- 3 energizing blend conditioner 10.1 oz
- 3 energizing blend treatment 1.1 oz
- 3 deep detox shampoo 10.1 oz

no frizz

- 3 glistening argan oil 1.7 oz
- 3 glistening milk 4.2 oz
- 3 glistening spray 3.4 oz
- 3 glistening serum 3.4 oz

lifestyling

- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling dry shampoo 4.75 oz

FREE lifestyling

- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling texturizing cream 3.4 oz
- 3 lifestyling blow-dry primer 6.8 oz
- 3 lifestyling medium hold gel 6.8 oz
- 3 lifestyling amazing 6.8 oz
- 3 lifestyling volumizing mousse 6.4 oz
- 3 lifestyling flexible hairspray 8 oz
- 3 lifestyling extra strong hairspray 8 oz

FREE back bar and marketing

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 deep conditioning mask 16.8 oz
- 1 leave in conditioner 33.8 oz
- 1 silver shine shampoo 33.8 oz
- 1 silver shine conditioner 33.8 oz
- 1 integrity & strength nourishing shampoo 33.8 oz
- 1 integrity & strength conditioner 33.8 oz
- 1 integrity & strength intensive treatment 16.8 oz
- 1 moisture & more shampoo 33.8 oz
- 1 moisture & more conditioner 33.8 oz
- 1 insta.light shampoo 33.8 oz
- 1 insta.lotion 16.8 oz
- 3 wooden floor expo
- 72 assorted foil pack samples
- 48 milk_shake shoppers
- 4 milk_shake stylist apron
- 4 milk_shake cutting cape
- 4 milk_shake technical cape

\$15 Additional Charge For Wooden Display

milk_shake BEST SELLERS

\$990.00 / Salon Value \$1,539.80

SAVE
\$549.80

- 3 color maintainer shampoo 10.1 oz
- 3 color maintainer conditioner 10.1 oz
- 6 leave in conditioner 11.8 oz
- 6 incredible milk 5.1 oz
- 3 insta.light shampoo 10.1 oz
- 3 insta.lotion 8.4 oz

flower vibes

- 3 color maintainer shampoo flower 10.1 oz
- 3 color maintainer conditioner flower 10.1 oz
- 3 leave in conditioner flower edition 11.8 oz

silver shine

- 3 silver shine shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz

integrity & strength

- 3 integrity & strength nourishing shampoo 10.1 oz
- 3 integrity & strength nourishing conditioner 10.1 oz

moisture & more

- 3 moisture & more shampoo 10.1 oz
- 3 moisture & more conditioner 8.4 oz

icy blond

- 3 icy blond shampoo 10.1 oz
- 3 icy blond conditioner 8.4 oz

lifestyling

- 3 lifestyling flexible hairspray 8 oz
- 3 lifestyling extra strong hairspray 8 oz
- 3 lifestyling volumizing mousse 6.4 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling dry shampoo 4.75 oz

FREE back bar and marketing

- 1 color maintainer shampoo 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 leave in conditioner 33.8 oz
- 1 silver shine shampoo 33.8 oz
- 1 silver shine conditioner 33.8 oz
- 1 moisture & more shampoo 33.8 oz
- 1 moisture & more conditioner 33.8 oz
- 1 wooden floor expo
- 48 assorted foil pack samples
- 24 milk_shake shoppers
- 2 milk_shake stylist apron
- 2 milk_shake cutting cape
- 2 milk_shake technical cape

\$15 Additional Charge For Wooden Display

These intro packages contain the most popular retail shampoos, conditioners and backwash products plus a merchandising kit to make your salon look fabulous.



***All Intros have a one purchase limit per stylist**

flavours

Signature Sweet
Vanilla Starter
\$279.00

Salon Value \$414.00

- 3 make my day shampoo 10.1 oz
- 3 make my day conditioner 10.1 oz
- 3 whipped cream 6.8 oz
- 3 incredible milk 5.1 oz
- 3 incredible oil 1.7 oz
- 3 incredible serum 1.7 oz

FREE products

- 3 leave in conditioner 11.8 oz
- 1 make my day shampoo 33.8 oz
- 1 make my day conditioner 33.8 oz
- 1 leave in conditioner 33.8 oz

SAVE
\$135.00



Signature Sweet
Vanilla Collection
\$558.00

Salon Value \$828.00

- 6 make my day shampoo 10.1 oz
- 6 make my day conditioner 10.1 oz
- 6 whipped cream 6.8 oz
- 6 incredible milk 5.1 oz
- 6 incredible oil 1.7 oz
- 6 incredible serum 1.7 oz

FREE products

- 6 leave in conditioner 11.8 oz
- 2 make my day shampoo 33.8 oz
- 2 make my day conditioner 33.8 oz
- 2 leave in conditioner 33.8 oz

SAVE
\$270.00



styling

Lifestyling Try Me
\$133.50

Salon Value \$213.00

SAVE
\$79.50

- 1 lifestyling volumizing mousse 6.4 oz
- 1 lifestyling flexible hairspray 8 oz
- 1 lifestyling extra strong hairspray 8 oz
- 1 lifestyling smoothing cream 5.1 oz
- 1 lifestyling thermo protector 6.8 oz
- 1 lifestyling dry shampoo 225 4.75 oz
- 1 lifestyling texturizing cream 3.4 oz

FREE products

- 1 lifestyling blow-dry primer 6.8 oz
- 1 lifestyling medium hold gel 6.8 oz
- 1 lifestyling amazing 6.8 oz
- 5 assorted lifestyling foil pack samples

Lifestyling 3x each
\$267.00

Salon Value \$426.00

SAVE
\$159.00

- 3 lifestyling volumizing mousse 6.4 oz
- 3 lifestyling flexible hairspray 8 oz
- 3 lifestyling extra strong hairspray 8 oz
- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling dry shampoo 225 4.75 oz
- 3 lifestyling texturizing cream 3.4 oz

FREE products

- 3 lifestyling blow-dry primer 6.8 oz
- 3 lifestyling medium hold gel 6.8 oz
- 3 lifestyling amazing 6.8 oz
- 25 assorted lifestyling foil pack samples
- 1 milk_shake stylist apron



*All Intros have a one purchase limit per stylist



hair color

Complete The Gloss

\$635.84 / Salon Value \$900.04

SAVE
\$264.20

- 84 the gloss demi permanent color 2.03 oz
- 2 the gloss demi permanent color NEUTRAL 8.4 oz

FREE products

- 6 the gloss activator 33.5 oz
- 1 acid color sealer
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 pro color equalizer 8.4 oz
- 1 instant remover 8.4 oz
- 1 the gloss swatch chart
- 3 color bowl
- 3 tint brushes
- 1 milk_shake technical cape



Starter The Gloss

\$330.92 / Salon Value \$450.82

SAVE
\$119.90

- 42 the gloss demi permanent color 2.03 oz
- 2 the gloss demi permanent color NEUTRAL 8.4 oz

FREE products

- 2 the gloss activator 33.5 oz
- 1 acid color sealer
- 1 the gloss swatch chart
- 2 color bowl
- 2 tint brushes



hair color

Starter Creative

\$686.00 / Salon Value \$960.00

SAVE
\$274.00

- 70 creative permanent color 3.4 oz

FREE products

- 4 oxidizing emulsion 32.1 oz
- 1 incredible milk 5.1 oz
- 1 whipped cream 6.8 oz
- 1 leave in conditioner flower 11.8 oz
- 1 acid color sealer
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 pro color equalizer 8.4 oz
- 1 instant remover 8.4 oz
- 1 creative large swatch chart
- 3 color bowl
- 3 tint brushes



"Just For You" Creative

\$381.30 / Salon Value \$506.30

SAVE
\$125.00

- 36 creative permanent color 3.4 oz
- 3 oxidizing emulsion 32.1 oz

FREE products

- 1 incredible milk 5.1 oz
- 1 leave in conditioner flower 11.8 oz
- 1 creative large swatch chart
- 2 color bowl
- 2 tint brushes



***All Intros have a one purchase limit per stylist**



hair color

Complete 9 Minutes Color

\$724.20 / Salon Value \$955.20

SAVE
\$230.00

74 9 minutes color 3.4 oz

FREE products

- 4 oxidizing emulsion 32.1 oz
- 1 acid color sealer
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 pro color equalizer 8.4 oz
- 1 instant remover 8.4 oz
- 1 9 minutes swatch chart
- 1 9 minutes color shades mixing chart
- 3 color bowl
- 3 tint brushes
- 1 milk_shake technical cape



Starter 9 Minutes Color

\$372.40 / Salon Value \$551.40

SAVE
\$179.00

38 9 minutes color 3.4 oz

FREE products

- 2 oxidizing emulsion 32.1 oz
- 1 acid color sealer
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 pro color equalizer 8.4 oz
- 1 instant remover 8.4 oz
- 1 9 minutes swatch chart
- 1 9 minutes color shades mixing chart
- 2 color bowl
- 2 tint brushes



hair color

Starter Smoothies

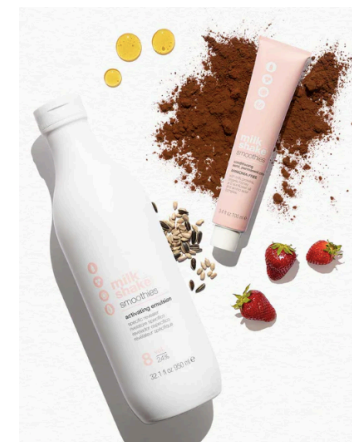
\$249.00 / Salon Value \$349.00

SAVE
\$100.00

30 smoothies semi permanent color 3.4 oz

FREE products

- 2 activating emulsion 32.1 oz
- 1 smoothies semi permanent swatch chart
- 2 color bowl
- 2 tint brushes



***All Intros have a one
purchase limit per stylist**