

the  
**salon**  
center  
(205) 940-1400

# milk\_shake<sup>PRO</sup>

## NEW DOOR INTROS '25



### Salon Rewards Program

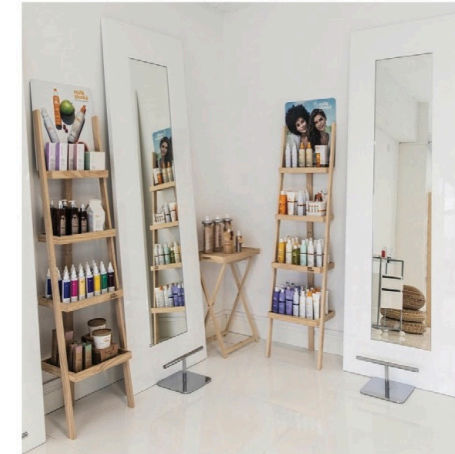


Designed to reward loyal **milk\_shake**<sup>®</sup> customers with support tools that will **help your business grow**. Our program will provide your salon with numerous benefits, such as education, free backbar, station products, samples and marketing tools, based on the level of your purchases.

- / **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.



## retail intro

### milk\_shake EXPERIENCE \$2,745.00 / Salon Value \$4,598.70

SAVE  
\$1,853.70

- 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 power

- 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

- 3 integrity nourishing shampoo 10.1 oz
- 3 integrity nourishing conditioner 10.1 oz
- 3 integrity intensive treatment 6.8 oz
- 3 integrity nourishing muru muru butter 6.8 oz

#### moisture plus

- 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 liquid styler 8.4 oz
- 3 lifestyling texturizing cream 3.4 oz
- 3 lifestyling freehand paste 3.4 oz
- 3 lifestyling design wax 3.4 oz
- 3 lifestyling texturizing spritz 5.9 oz
- 3 lifestyling fixing paste 3.4 oz
- 3 lifestyling powder 0.18 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 amazing curl & waves 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 nourishing shampoo 33.8 oz
- 1 integrity nourishing conditioner 33.8 oz
- 1 integrity 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 client gown
- 4 milk\_shake cutting cape
- 4 milk\_shake technical cape

\*All Intro Deals have a one purchase limit per stylist

## retail intro

### milk\_shake BEST SELLERS \$960.00 / Salon Value \$1,559.80

SAVE  
\$599.80

- 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 power
- 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

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

#### moisture plus

- 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 client gown
- 2 milk\_shake cutting cape
- 2 milk\_shake technical cape

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

Salon Value \$390.00

SAVE  
\$126.00

- 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



### Signature Sweet Vanilla Collection

Salon Value \$780.00

SAVE  
\$252.00

- 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



## styling

### Lifestyling Try Me \$150.00

Salon Value \$225.00

SAVE  
\$75.00

- 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 liquid styler 8.4 oz
- 1 lifestyling texturizing cream 3.4 oz
- 1 lifestyling freehand paste 3.4 oz
- 1 lifestyling design wax 3.4 oz
- 1 lifestyling texturizing spritz 5.9 oz
- 1 lifestyling fixing paste 3.4 oz

#### FREE products

- 1 lifestyling powder pop 0.18 oz
- 1 lifestyling blow-dry primer 6.8 oz
- 1 lifestyling medium hold gel 6.8 oz
- 1 lifestyling amazing 6.8 oz
- 1 lifestyling amazing curl & waves 6.8 oz
- 5 assorted lifestyling foil pack samples

### Lifestyling 3x each \$450.00

Salon Value \$699.00

SAVE  
\$249.00

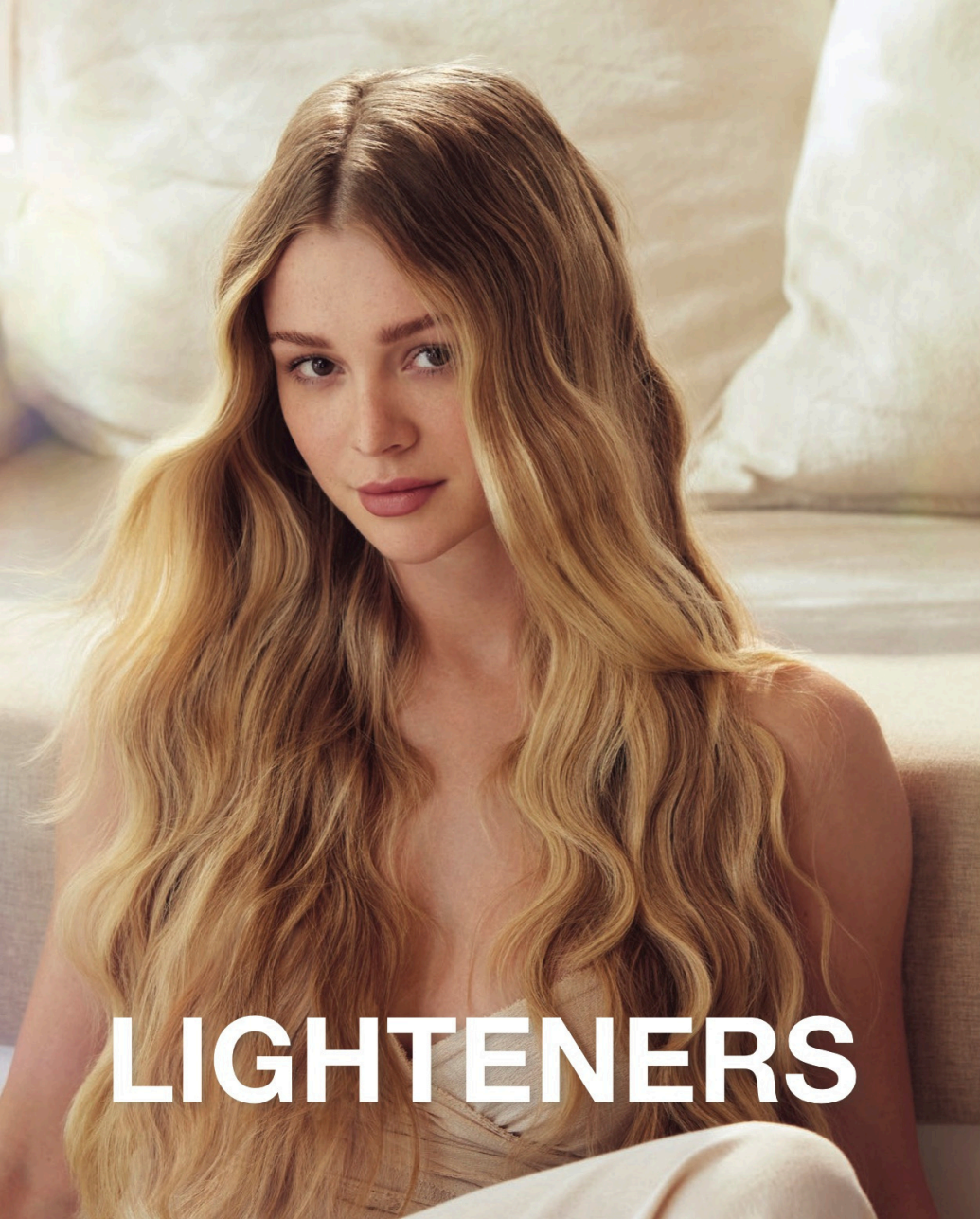
- 3 lifestyling volumizing mousse 6.4 oz
- 3 lifestyling flexible hairspray 8 oz
- 3 lifestyling extra strong hairspray 8 oz
- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling dry shampoo 225 4.75 oz
- 3 lifestyling liquid styler 8.4 oz
- 3 lifestyling texturizing cream 3.4 oz
- 3 lifestyling freehand paste 3.4 oz
- 3 lifestyling design wax 3.4 oz
- 3 lifestyling texturizing spritz 5.9 oz
- 3 lifestyling fixing paste 3.4 oz

#### FREE products

- 3 lifestyling powder pop 0.18 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 amazing curl & waves 6.8 oz
- 25 assorted lifestyling foil pack samples
- 1 milk\_shake stylist apron



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



# LIGHTENERS

\*All Intros have a one purchase limit per stylist

## lighteners

light catcher spotlight lighteners

**\$132.00**

Salon Value \$200.50

SAVE  
\$68.50

- 1 light catcher LEVEL 8 17.64 oz
- 1 light catcher LEVEL 7 Freehand 14.11 oz
- 1 light catcher LEVEL 9 17.64 oz
- 1 light catcher black cream 8.82 oz
- 1 light catcher clear lights 8.82 oz

**FREE products**

- 3 oxidizing emulsion 32.1 oz
- 5 light catcher fast toning\*
- 1 light catcher brochure

\*one of each shade





## hair color

### Complete The Gloss

**\$601.40** / Salon Value \$874.10

SAVE  
\$272.70

- 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 powerful protector 6.8 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

**\$313.70** / Salon Value \$433.60

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

**\$647.50** / Salon Value \$927.00

SAVE  
\$279.00

- 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 powerful protector 6.8 oz
- 1 instant remover 8.4 oz
- 1 creative large swatch chart
- 3 color bowl
- 3 tint brushes



### "Just For You" Creative

**\$361.50** / Salon Value \$484.50

SAVE  
\$123.00

- 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 \$684.50 / Salon Value \$923.00

SAVE  
\$238.50

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 powerful protector 6.8 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 \$351.50 / Salon Value \$539.00

SAVE  
\$187.50

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 powerful protector 6.8 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

### Complete Smoothies \$581.00 / Salon Value \$831.50

SAVE  
\$250.50

70 smoothies semi permanent color 3.4 oz

#### FREE products

- 4 activating emulsion 32.1 oz
- 1 acid color sealer
- 1 color sealing shampoo 33.8 oz
- 1 color sealing conditioner 33.8 oz
- 1 powerful protector 6.8 oz
- 1 instant remover 8.4 oz
- 1 smoothies semi permanent swatch chart
- 2 color bowl
- 2 tint brushes
- 1 milk\_shake technical cape



### 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**