

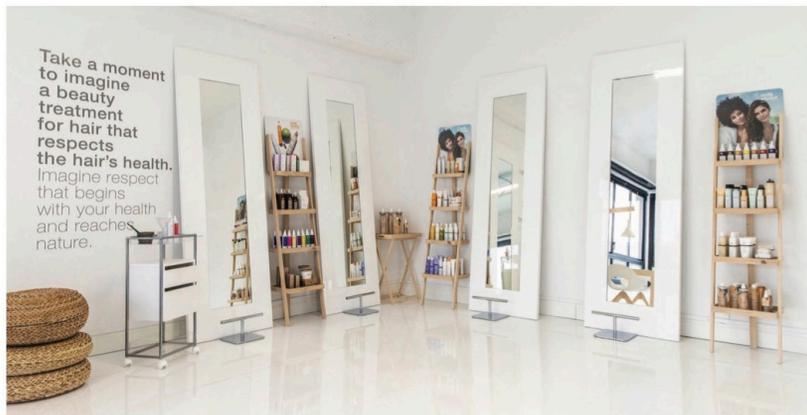
the  
**salon**  
center  
(205) 940-1140

# milk\_shake®

## NEW DOOR DEALS '26



### 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

\$2,829.00 / Salon Value \$3,857.80

SAVE  
27%

### INVEST

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

### incredible

- 3 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

### 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

### 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.

### 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

### lifestyling

- 3 lifestyling dry shampoo 6.8 oz
- 3 lifestyling extra strong hairspray 8.8 oz
- 3 lifestyling powder pop 0.18 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling let it shine 6.8 oz

### FREE

- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling texturizing cream 3.0 oz
- 3 lifestyling glossy wax 3.0 oz
- 3 lifestyling liquid styler 6.8 oz
- 3 lifestyling medium hold gel 5.1 oz
- 3 lifestyling blow dry primer 6.8 oz
- 3 lifestyling shaping foam 6.8 oz
- 3 lifestyling texturizing spritz 8 oz
- 3 lifestyling volumizing mousse 6.8 oz
- 3 lifestyling bodifying cream 4.2 oz
- 1 color maintainer shampoo sulfate free 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 nourishing 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
- 1 icy blond shampoo 33.8 oz
- 1 icy blond conditioner 33.8 oz
- 78 assorted foil pack samples
- 48 milk\_shake shoppers
- 4 milk\_shake stylist apron
- 4 milk\_shake cutting cape
- 4 milk\_shake technical cape
- 4 milk\_shake yellow window sticker



## milk\_shake best sellers

\$900.00 / Salon Value \$1,458.60

SAVE  
38%

### INVEST

- 3 color maintainer shampoo sulfate free 10.1 oz
- 3 color maintainer conditioner 10.1 oz
- 3 leave in conditioner 11.8 oz
- 3 incredible milk 5.1 oz
- 3 whipped cream 6.8 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 dry shampoo 6.8 oz
- 3 lifestyling powder pop 0.18 oz
- 3 lifestyling thermo protector 6.8 oz
- 3 lifestyling let it shine 6.8 oz

### FREE

- 3 lifestyling smoothing cream 5.1 oz
- 3 lifestyling shaping foam 6.8 oz
- 3 lifestyling texturizing spritz 6.8 oz
- 3 lifestyling volumizing mousse 6.8 oz
- 3 lifestyling bodifying cream 4.2 oz
- 1 color maintainer shampoo sulfate free 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 moisture & more shampoo 33.8 oz
- 1 moisture & more conditioner 33.8 oz
- 1 icy blond shampoo 33.8 oz
- 1 icy blond conditioner 33.8 oz
- 36 assorted foil pack samples
- 24 milk\_shake shoppers
- 1 milk\_shake stylist apron
- 1 milk\_shake cutting cape
- 1 milk\_shake technical cape
- 1 milk\_shake yellow window sticker

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**

# milk\_shake favorites

## milk\_shake top 10

**\$91.65** / Salon Value \$141.00

SAVE 35%

- 1 color maintainer shampoo sulfate free 10.1 oz
- 1 color maintainer conditioner 10.1 oz
- 1 leave in conditioner 11.8 oz
- 1 incredible milk 5.1 oz
- 1 whipped cream 6.8 oz
- 1 silver shine shampoo 10.1 oz
- 1 moisture & more shampoo 10.1 oz
- 1 moisture & more conditioner 8.4 oz
- 1 icy blond shampoo 10.1 oz
- 1 icy blond conditioner 8.4 oz

## milk\_shake try me kit

**\$54.60** / Salon Value \$84.00

SAVE 35%

- 1 color maintainer shampoo sulfate free 10.1 oz
- 1 color maintainer conditioner 10.1 oz
- 1 leave in conditioner 11.8 oz
- 1 icy blond shampoo 10.1 oz
- 1 lifestyling dry shampoo 6.8 oz
- 1 lifestyling thermo protector 6.8 oz



# color care collection

**\$284.00** / Salon Value \$382.00

SAVE 26%

### INVEST

- 4 color maintainer shampoo sulfate free 10.1 oz
- 4 color maintainer conditioner 10.1 oz
- 4 leave in conditioner 11.8 oz
- 4 whipped cream 6.8 oz
- 4 incredible milk 5.1 oz

### FREE

- 1 color maintainer shampoo sulfate free 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 leave in conditioner 33.8 oz
- 1 milk\_shake yellow window sticker



# color care flower collection

**\$256.00** / Salon Value \$351.00

SAVE 27%

### INVEST

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

### FREE

- 1 color maintainer shampoo flower 33.8 oz
- 1 color maintainer conditioner flower 33.8 oz
- 1 milk\_shake yellow window sticker



# icy blond collection

**\$148.00** / Salon Value \$217.00

SAVE 32%

### INVEST

- 4 icy blond shampoo 10.1 oz
- 4 icy blond conditioner 8.4 oz
- 4 silver shine toning spray 3.4 oz

### FREE

- 1 icy blond shampoo 33.8 oz
- 1 icy blond conditioner 33.8 oz
- 1 milk\_shake yellow window sticker



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

# milk\_shake lifestyling

## lifestyling portfolio

**\$500.00** / Salon Value \$896.00

SAVE  
44%

### INVEST

- 4 lifestyling dry shampoo 6.8 oz
- 4 lifestyling extra strong hairspray 8.8 oz
- 4 lifestyling powder pop 0.18 oz
- 4 lifestyling thermo protector 6.8 oz
- 4 lifestyling let it shine 6.8 oz
- 4 lifestyling smoothing cream 5.1 oz
- 4 lifestyling texturizing cream 3.0 oz
- 4 lifestyling glossy wax 3.0 oz
- 4 lifestyling liquid styler 6.8 oz

### FREE

- 4 lifestyling medium hold gel 5.1 oz
- 4 lifestyling blow dry primer 6.8 oz
- 4 lifestyling shaping foam 6.8 oz
- 4 lifestyling texturizing spritz 6.8 oz
- 4 lifestyling volumizing mousse 6.8 oz
- 4 lifestyling bodifying cream 4.2 oz

## lifestyling best of

**\$144.00** / Salon Value \$254.00

SAVE  
43%

### INVEST

- 2 lifestyling dry shampoo 6.8 oz
- 2 lifestyling extra strong hairspray 8.8 oz
- 2 lifestyling powder pop 0.18 oz
- 2 lifestyling thermo protector 6.8 oz
- 2 lifestyling let it shine 6.8 oz

### FREE

- 2 lifestyling medium hold gel 5.1 oz
- 2 lifestyling blow dry primer 6.8 oz
- 2 lifestyling shaping foam 6.8 oz
- 2 lifestyling texturizing spritz 6.8 oz

## lifestyling try me kit

**\$56.00** / Salon Value \$70.00

SAVE  
20%

- 1 lifestyling dry shampoo 6.8 oz
- 1 lifestyling extra strong hairspray 8.8 oz
- 1 lifestyling thermo protector 6.8 oz
- 1 lifestyling smoothing cream 5.1 oz
- 1 lifestyling bodifying cream 4.2 oz



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

# hair color



## starter color portfolio

SAVE  
37%

**\$1,445.40** / Salon Value \$2,281.50

### INVEST

- 60 creative permanent color 3.4 oz
- 24 9 minutes color 3.4 oz
- 40 smoothies semi-permanent color 3.4 oz
- 20 the gloss demi permanent color 2.03 oz
- 1 the gloss demi permanent color NEUTRAL 8.4 oz
- 1 light catcher LEVEL 8 17 .64 oz
- 1 light catcher LEVEL 7 14.11 oz
- 1 light catcher LEVEL 9 17 .64 oz
- 1 light catcher black cream 250 gr
- 1 light catcher clear lights 250 gr

### FREE

- 5 light catcher fast toning\*
- 1 color maintainer shampoo sulfate free 33.8 oz
- 1 color maintainer conditioner 33.8 oz
- 1 leave in conditioner 11.8 oz
- 1 incredible milk 5.1 oz
- 1 whipped cream 6.8 oz
- 1 color maintainer shampoo flower 33.8 oz
- 1 color maintainer conditioner flower 33.8 oz
- 1 leave in conditioner flower 11.8 oz
- 1 incredible milk flower 5.1 oz
- 1 whipped cream flower 6.8 oz
- 9 oxidizing emulsion 32.1 oz
- 3 smoothies activating emulsion 32.1 oz
- 3 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 creative large swatch chart
- 1 smoothies semi permanent color swatch chart
- 1 the gloss swatch chart
- 1 9 minutes swatch chart
- 1 9 minutes color shades mixing chart
- 3 color bowl
- 3 tint brushes
- 1 milk\_shake stylist apron
- 1 milk\_shake technical cape



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

# hair color

## starter creative

**\$686.00** / Salon Value \$960.00

SAVE 29%

**INVEST**

70 creative permanent color 3.4 oz

**FREE**

- 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 25%

**INVEST**

36 creative permanent color 3.4 oz  
3 oxidizing emulsion 32.1 oz

**FREE**

- 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



## creative try me kit

**\$49.00** / Salon Value \$65.50

SAVE 25%

**INVEST**

5 creative permanent color 3.4 oz

**FREE products**

- 1 oxidizing emulsion 32.1 oz
- 1 creative paper swatch chart

# hair color

## complete 9 minutes color

**\$725.20** / Salon Value \$955.20

SAVE 24%

**INVEST**

74 9 minutes color 3.4 oz

**FREE**

- 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 32%

**INVEST**

38 9 minutes color 3.4 oz

**FREE**

- 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



## 9 minutes color try me kit

**\$49.00** / Salon Value \$65.50

SAVE 25%

**INVEST**

5 9 minutes color 3.4 oz

**FREE**

- 1 oxidizing emulsion 32.1 oz
- 1 9 minutes paper swatch chart

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

# hair color



## starter smoothies

SAVE  
29%

**\$249.00** / Salon Value \$349.00

### INVEST

30 smoothies semi permanent color 3.4 oz

### FREE products

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

## smoothies try me kit

SAVE  
28%

**\$41.50** / Salon Value \$58.00

### INVEST

5 smoothies semi permanent color 3.4 oz

### FREE products

- 1 smoothies activating emulsion 32.1 oz
- 1 smoothies semi permanent paper swatch chart



# hair color

## starter the gloss

SAVE  
21%

**\$447.08** / Salon Value \$566.98

### INVEST

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

### FREE

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

## the gloss try me kit

SAVE  
30%

**\$36.30** / Salon Value \$52.00

### INVEST

5 the gloss demi permanent color 2.03 oz

### FREE

- 1 the gloss activator 33.5 oz
- 1 the gloss paper swatch chart



\*All Intros have a one purchase limit per stylist

