

milk_shake[®]

MAGAZINE

PRO

JANUARY–FEBRUARY 2026

01



THE NEW ERA OF STYLING
fresh packaging, new
& refreshed formulas,
endless creativity

**BACKBAR
READY**
care made for
behind the chair

**THE MILK_SHAKE
MUST-HAVES**
beloved by clients,
trusted by professionals

**COLOR. COVERAGE.
CONFIDENCE.**
beautiful, even color in
just nine minutes

IN THIS ISSUE

03 **salon icons you can't live without.**
a collection of timeless favorites —
loved by clients, trusted by
professionals.

04 **fresh looks, endless styles**
the lifestyling collection returns with
a new look and styling essentials for
every vision.

08 **lather. rinse. repeat.**
time to stock up on backbar
shampoos & conditioners.

09 **9 minutes to perfect color**
fast, flawless results with
35% savings.



we love seeing your work!

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

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@lightenedbyjelena

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want to put your salon on the map?

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



THE BEST OF MILK_SHAKE

our most loved favorites, made to make every day a feel-good hair day.

discover the signature **milk_shake®** experience — exceptional performance, irresistible fragrance, and hair that looks and feels its best. these best-sellers showcase the iconic products that define **milk_shake®**.

best sellers collection

\$91.65 | salon value **\$141.00**

SAVE
\$49.35

1 icy blond shampoo 10.1 fl.oz.
1 icy blond conditioner 8.4 fl.oz..
1 color maintainer shampoo *sulfate free* 10.1 fl.oz..
1 color maintainer conditioner 10.1 fl.oz..
1 moisture & more shampoo 10.1 fl.oz..

1 moisture & more conditioner 8.4 fl.oz..
1 silver shine shampoo 10.1 fl.oz..
1 leave in conditioner 11.8 fl.oz..
1 whipped cream 6.8 fl.oz..
1 incredible milk 5.1 fl.oz..



STYLING FROM START TO FINISH

the **milk_shake®** lifestyling collection has everything you need to style, shape, and shine.

designed for versatility and creativity, each product helps you achieve salon-quality results with ease. explore the **four styling families** that make every look possible.

SMOOTH & THERMO

a line dedicated for protection and treatment of your hair from **heat styling** when creating your look.

BODY & VOLUME

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

HOLD & FIXING

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

TEXTURE & SHAPE

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





SAVE
\$53.00

lifestyling salon deal

\$154.00 | salon value \$207.00

INVEST

smooth & thermo

- 1 smoothing cream 5.1 fl.oz.
- 1 blow dry primer 6.8 fl.oz.
- 1 thermo protector 6.8 fl.oz.
- 1 let it shine 6.8 fl.oz.

body & volume

- 1 powder pop 0.18 oz
- 1 liquid styler 6.8 fl.oz.
- 1 medium hold gel 5.1 fl.oz.
- 1 volumizing mousse 6.8 fl.oz.
- 1 bodifying cream 4.2 fl.oz.
- 1 dry shampoo 6.8 fl.oz.

hold & fixing

- 1 extra strong hairspray 8.8 fl.oz.

FREE

texture & shape

- 1 glossy wax 3.0 fl.oz.
- 1 texturizing cream 3.0 fl.oz.
- 1 texturizing spritz 6.8 fl.oz.
- 1 shaping foam 6.8 fl.oz.

5 assorted easel cards

1 lifestyling brochure



FOUR LOOKS. ENDLESS POSSIBILITIES.

style any way you want — sleek, bouncy, voluminous, or textured.

the **milk_shake**® lifestyling collection makes every look achievable.

SMOOTH OPERATOR

sleek, polished, and perfectly smooth — *for styles that shine with confidence.*



smooth operator

\$29.00 | salon value \$43.00

INVEST

1 thermo protector 6.8 fl.oz.
1 let it shine 6.8 fl.oz.

FREE

1 smoothing cream 5.1 fl.oz.
1 smooth operator easel card

BIG & BOUNCY BLOWOUT

full of life, body, and movement — *your go-to for the ultimate blowout.*



big & bouncy blowout

\$43.00 | salon value \$57.00

INVEST

1 volumizing mousse 6.8 fl.oz.
1 powder pop 0.18 oz
1 extra strong hairspray 8.8 fl.oz.

FREE

1 blow dry primer 6.8 fl.oz.
1 big & bouncy blowout easel card

LESS POSSIBILITIES.

bouncy, wavy, or perfectly undone.

available with products that prep, protect, and perfect every finish.

WAVES YOUR WAY

soft, touchable texture with natural flow — *create effortless, lived-in waves.*



SAVE
\$13

waves your way

\$29.00 | salon value \$42.00

INVEST

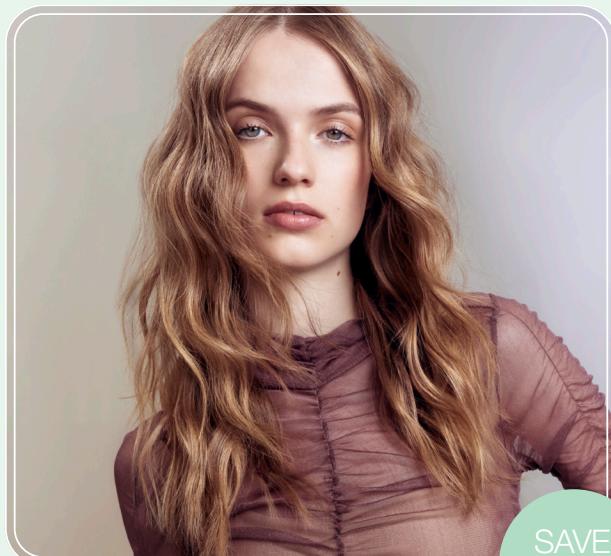
1 bodyfying cream 4.2 fl. oz
1 let it shine 6.8 fl.oz.

FREE

1 texturizing spritz 6.8 fl.oz.
1 waves your way easel card

MESSY TEXTURE

perfectly undone with a cool, carefree finish — *for texture that moves.*



SAVE
\$13

messy texture

\$27.00 | salon value \$40.00

INVEST

1 texturizing spritz 6.8 fl.oz.
1 shaping foam 6.8 fl.oz.

FREE

1 texturizing cream 3.0 fl.oz.
1 messy texture easel card

GO BIG ON BEST SELLERS

milk_shake®'s most-loved shampoos and conditioners deliver **professional-quality care** with every wash — nourishing formulas designed to keep hair **healthy-feeling, hydrated, and radiant.**

SAVE
35%

backbar liters

\$20.15 | salon value \$31.00

color maintainer shampoo sulfate free 33.8 fl.oz.
color maintainer conditioner 33.8 fl.oz.
leave in conditioner refill 33.8 fl.oz.
instalight shampoo 33.8 fl.oz.
make my day shampoo 33.8 fl.oz.
make my day conditioner 33.8 fl.oz.
color maintainer shampoo flower fragrance 33.8 fl.oz.
color maintainer conditioner flower fragrance 33.8 fl.oz.
silver shine shampoo 33.8 fl.oz.
light silver shine shampoo 33.8 fl.oz.
icy blond shampoo 33.8 fl.oz.
cold brunette shampoo 33.8 fl.oz.
moisture & more shampoo 33.8 fl.oz.
integrity & strength shampoo 33.8 fl.oz.
integrity & strength conditioner 33.8 fl.oz.

\$21.45 | salon value \$33.00

silver shine conditioner 33.8 fl.oz.
icy blond conditioner 33.8 fl.oz.
cold brunette conditioner 33.8 fl.oz.
moisture & more conditioner 33.8 fl.oz.

*mix & match



with soy protein
and moringa leaf extract
paraben free

1000 ml e 33.8 fl oz

with milk proteins
and moringa seed oil
paraben / sles free

1000 ml e 33.8 fl oz

with milk protein

1000 ml e 33.8 fl oz

BRILLIANT COLOR IN 9 MINUTES

milk_shake® 9 minutes delivers **rich, vibrant color** with **maximum coverage** and a conditioning base that protects hair — ***all in just nine minutes.***

why you'll love it

a fast, efficient color system that delivers the same lasting results as traditional permanent color in a fraction of the time. ideal for quick touch-ups, refreshing fading tones, or achieving full, radiant coverage with ease.

key benefits

- **9-minute processing** for quick, efficient services
- conditioning base helps protect the hair
- maximum grey coverage with rich, vibrant color
- **36 mixable shades** for versatile, customizable results
- easy 1:1 mixing ratio
- powered by nourishing ingredients like **daisy extract, honey, blueberry**, and an **amino acid complex**
- SLS & SLES free

SAVE
35%

\$6.37 | salon value \$9.80

9 minute color 3.4 fl.oz..
mix & match, minimum of 6



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