

milk_shake[®]

PRO
MAGAZINE

JULY-AUGUST 25
04

**GO LIGHT &
SHINE ON**
lighteners + *new*
gloss shades

TRAVEL-READY
duo deals

**INCREDIBLE
SOLUTIONS**
to soothe and protect
all hair types

**SUMMER LOVIN'
LITER SALE**
save 35%

cover image by milk_shake global ambassador Andrew Smith

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your moment. your magic. milk_shake mirror moments



we love seeing your work!

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

 @milkshakehairpro



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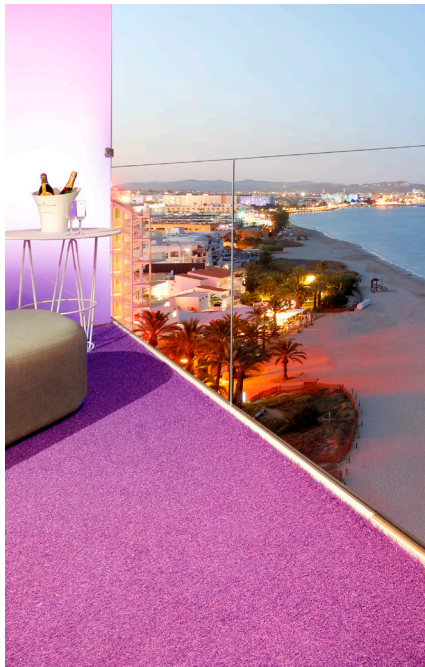
want to put your salon on the map?

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





09.28.25 – 10.01.25



HAIRTOPIA IBIZA

We want you to come along with us to the **Hard Rock Hotel Ibiza** where you can learn the latest trends alongside fellow stylists from around the world at **Hairtopia 2025**.

Enjoy an incredible day of learning and exceptional parties; one of which will host **special guest, renowned DJ and producer, David Guetta**.

SUNDAY, 9.28 | Welcome to Ibiza!

Touch down in paradise! Settle in, explore the island, hit the beach, and capture unforgettable moments; *your adventure starts now!*

MONDAY, 9.29 | Learn by Day, Party by Night!

Kick off the day with inspiring educational sessions at Hard Rock Hotel Ibiza. By night, experience the energy of David Guetta's epic show at Ushuaïa Ibiza Beach Hotel / The Unexpected Ibiza Hotel!

TUESDAY, 9.30 | Relax & Celebrate!

Enjoy a free day to unwind or explore. Then, dress to impress for an exclusive dinner & party at the Hard Rock Hotel at 7PM!

WEDNESDAY, 10.1 | Farewell, Ibiza!

Every great adventure must end, but the memories last forever. Safe travels—until next time!



Don't miss out on this exclusive and immersive event! Purchase tickets through your distributor before it sells out.

For more details visit:

milkshakehairpro.com/pages/ibiza-trip

Our exclusive event to mix & mingle, get inspired, and have fun!

PRICING:

\$1,500 per person (includes 1 day course, 3 night hotel stay based on double occupancy). Breakfast will be served and one closing dinner will be included. Other meals and drinks not included. Airfare to Ibiza not included.

TOP SUMMER DUOS

doubles that never miss
perfectly paired up bestselling duos



color care duo

\$19.50 | salon value \$26.00

INVEST

colour maintainer shampoo *sulfate free*
10.1 fl.oz.

RECEIVE 50% OFF

colour maintainer conditioner
10.1 fl.oz.



color care flower duo

\$19.50 | salon value \$26.00

INVEST

colour maintainer shampoo flower
fragrance 10.1 fl.oz.

RECEIVE 50% OFF

colour maintainer conditioner flower
fragrance 10.1 fl.oz.



silver shine duo

\$21.00 | salon value \$28.00

INVEST

silver shine shampoo 10.1 fl.oz.

RECEIVE 50% OFF

silver shine conditioner 8.4 fl.oz.



moisture&more duo

\$21.00 | salon value \$28.00

INVEST

moisture&more shampoo 10.1 fl.oz.

RECEIVE 50% OFF

moisture&more conditioner 8.4 fl.oz.



icy blond duo

\$21.00 | salon value \$28.00

INVEST

icy blond shampoo 10.1 fl.oz.

RECEIVE 50% OFF

icy blond conditioner 8.4 fl.oz.



curl passion duo

\$20.00 | salon value \$27.00

INVEST

curl passion shampoo 10.1 fl.oz.

RECEIVE 50% OFF

curl passion conditioner 10.1 fl.oz.



cold brunette duo

\$21.00 | salon value \$28.00

INVEST

cold brunette shampoo 10.1 fl.oz.

RECEIVE 50% OFF

cold brunette conditioner 8.4 fl.oz.





SALON FAVORITES, BACKBAR READY

SAVE 35% on liters you already know and love or shake it up with new collections you haven't tried, but clients are sure to adore.

stock up now because like the season, this sale won't last!





stock smart: summer liters are here

backbar liters | \$18.85

colour maintainer shampoo *sulfate free* 33.8 fl.oz.

colour maintainer conditioner 33.8 fl.oz.

leave in conditioner refill 33.8 fl.oz.

insta.light shampoo 33.8 fl.oz.

make my day shampoo 33.8 fl.oz.

make my day conditioner 33.8 fl.oz.

moisture & more shampoo 33.8 fl.oz.

colour maintainer shampoo flower fragrance 33.8 fl.oz.

colour maintainer conditioner flower fragrance 33.8 fl.oz.

silver shine shampoo 33.8 fl.oz.

silver shine light shampoo 33.8 fl.oz.

icy blond shampoo 33.8 fl.oz.

cold brunette shampoo 33.8 fl.oz.

integrity nourishing shampoo 33.8 fl.oz.

integrity nourishing conditioner 33.8 fl.oz.

SAVE
35%

VALUE
\$29.00

backbar liters | \$21.55

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.

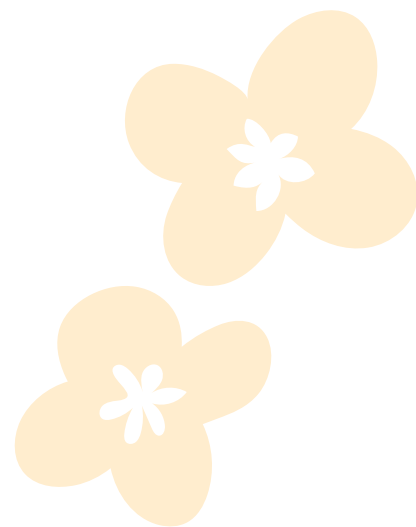
SAVE
35%

VALUE
\$33.00



SMOOTH MOVES FOR HUMID DAYS

frizz? not in our forecast. keep hair sleek and salon-fresh no matter the weather with a trio designed for frizz-free days.



glistening milk 3+3

\$42.00 | salon value \$84.00

INVEST

3 glistening milk 4.2 fl.oz.

FREE

3 glistening milk 4.2 fl.oz.

glistening spray 3+3

\$48.00 | salon value \$96.00

INVEST

3 glistening spray 3.4 fl.oz.

FREE

3 glistening spray 3.4 fl.oz.

glistening serum 3+3

\$48.00 | salon value \$96.00

INVEST

3 glistening serum 3.4 fl.oz.

FREE

3 glistening serum 3.4 fl.oz.

SAVE
50%





STILL INCREDIBLE

stay stunning with take home hair care designed to **protect**, **nourish** and **boost** hair styling potential.

the incredible line | \$250.00

INVEST

5 incredible milk 5.1 fl.oz.
5 incredible oil 1.7 fl.oz.
5 incredible serum 1.7 fl.oz.

FREE

5 incredible milk 5.1 fl.oz.
1 incredible oil 1.7 fl.oz.
1 incredible serum 1.7 fl.oz.
1 incredible desk expo
1 incredible pop up kit of 6
1 styling cape
1 mirror cling

SAVE
31%

VALUE
\$362.00



"I love the new shades - now I can add **fiery reds, glorious golds and blazing copper tones** to my color services!"

– Andrew Smith,
@andrewsmithhairstylist

GLOSS UP, GLOW UP

milk_shake is proud to present our **global ambassador Andrew Smith's** latest capsule collection, which he created using new shades from **the gloss, milk_shake's** acidic demi-permanent haircolor.



model images by Andrew Smith
using **milk_shake's** the gloss

LIFT & TONE

for total hair gains

get brighter, lighter and glossed up color. there's still time to get your clients' hair in shape for summer. check out gorgeous gloss looks by global **milk_shake** artist **Andrew Smith!**

SAVE
29%

VALUE
\$128.40

lift & tone: the gloss & level 7 | \$90.90

INVEST

12 the gloss demi permanent
colour 2.03 fl.oz.*
1 the gloss activator 33.5 fl.oz.

FREE

1 light catcher level 7 freehand 14.11 fl.oz.
1 oxidizing emulsion*
1 mirror cling

SAVE
29%

VALUE
\$128.40

lift & tone: the gloss & level 8 | \$90.90

INVEST

12 the gloss demi permanent
colour 2.03 fl.oz.*
1 the gloss activator 33.5 fl.oz.

FREE

1 light catcher level 8 17.64 fl.oz.
1 oxidizing emulsion*
1 mirror cling

SAVE
30%

VALUE
\$130.40

lift & tone: the gloss & level 9 | \$90.90

INVEST

12 the gloss demi permanent
colour 2.03 fl.oz.*
1 the gloss activator 33.5 fl.oz.

FREE

1 light catcher level 9 17.64 fl.oz.
1 oxidizing emulsion*
1 mirror cling

FORMULAS:

copper model:

- base: gloss 7.44/7CC intense copper
- creative placement sections: gloss 6.46/6CR copper red

red model:

- root shadow: gloss 5.5/5M mahogany
- mid-lengths/ends: gloss 7.66/7RR intense red
- creative placement/highlight sections: gloss 6.66/6RR intense red

blonde model:

- base: gloss 10.04/10NC natural copper
- creative placement sections: gloss 9.44/9CC intense copper

*mix & match.





milk_shake

MIRROR MOMENTS

What's something that stylists and clients share? *The joyous reveal of a new look.*



Well, we want to be a part of that feel-good moment. And we want to see what you can do with our new gloss shades. So we're asking stylists to tag us **@milkshakehairpro**, share your unique gloss formula and name it for a chance to **WIN a trip to Hairtopia in Ibiza**. Plus, you'll receive a gift card for yourself and your client to use on **milkshakehair.com**! Don't forget to use **#milkshakemirrormoment**!



For more details, visit [milkshakehairpro.com/](https://milkshakehairpro.com/pages/milk_shake-mirror-moments)



[pages/milk_shake-mirror-moments](https://milkshakehairpro.com/pages/milk_shake-mirror-moments). No limit on entries. Winner will be announced on National Gloss Day, Aug 3, 2025. Deadline to submit July 31, 2025.

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