

milk_shake[®] **PRO**

MAGAZINE

02 | MARCH-APRIL 25



INTRODUCING
moisture&more

REMINDER
national dry
shampoo day

STYLING KITS
for every look

NEXT-LEVEL
lightening

WTF THIS ISSUE

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@milkshakehairpro



@lightenedbyjelena

WANT TO PUT YOUR SALON ON THE MAP?
Learn how to get your salon seen by future guests in **YOUR area.**

WATCH THE VIDEO



HELLO HYDRATION. GOODBYE BREAKAGE

Meet moisture&more — **a new & improved solution for dry, lackluster hair.**

Restore vital hydration for visibly fuller, stronger, and healthier hair.

This collection includes five products designed to treat moisture loss at every stage of a care routine.



milk_shake® moisture&more

A full routine to restore shiny,
hydrated and healthy-looking hair.
Ideal for dry hair in need of moisture.



moisture&more / **conditioner**
What it is: a nourishing conditioner for dry hair
Why you'll love it: helps leave hair softer, shinier, and more manageable.



moisture&more / **shampoo**
What it is: a gentle cleanser for dry hair
Why you'll love it: leaves hair feeling soft and luxuriously moisturized with ultimate shine. Transport to a tropical oasis during routine shampooing.



moisture&more / **serum**
What it is: a moisturizing leave-in serum for dry hair
Why you'll love it: deeply moisturizes and immediately boosts shine. Leaves hair feeling lightweight and resilient.



moisture&more / **lotion**
What it is: an ultra-concentrated, intensely hydrating lotion
Why you'll love it: imparts a powerful dose of hydration to dry hair.



moisture&more / **whipped cream**
What it is: a lightweight, leave-in foam
Why you'll love it: helps rebalance moisture levels in the hair, leaving it conditioned and soft. Doesn't weigh hair down.



A MOISTURE INFUSION

Carefully selected ingredients maximize moisture retention.

MILK PROTEINS

at the core of **milk_shake**[®] formulas to deeply condition and strengthen.

PAPAYA AND FRUIT EXTRACTS

with papaya, a nutrient ingredient that adds softness and volume, strawberry and goji berries to boost overall hair health, leaving hair vibrant and revitalized.

HYALURONIC ACID

a potent hydrator that attracts and retains moisture.

NIACINAMIDE **N E W**

an intense antioxidant that protects and smooths.



moisture&more
intro

\$330.00

salon value \$439.00

SAVE
\$109.00

INVEST

6 moisture&more shampoo 300 ml / 10.1 fl.oz.
6 moisture&more conditioner 250 ml / 8.4 fl.oz.
6 moisture&more whipped cream 200 ml / 6.8 fl.oz.
6 moisture&more serum 100 ml / 3.4 fl.oz.

FREE

1 moisture&more lotion 6 x 12 ml / 0.4 fl.oz.
1 moisture&more shampoo 1000 ml / 33.8 fl.oz.
1 moisture&more conditioner 1000 ml / 33.8 fl.oz.
1 moisture&more expo

moisture&more
try me kit

\$35.00

salon value \$55.00

SAVE
\$20.00

INVEST

1 moisture&more shampoo 300 ml / 10.1 fl.oz.
1 moisture&more conditioner 250 ml / 8.4 fl.oz.
1 moisture&more whipped cream 200 ml / 6.8 fl.oz.

FREE

1 moisture&more serum 100 ml / 3.4 fl.oz.

LIGHTEN UP

milk_shake® light catcher spotlight: a complete range of lighteners designed to unleash your most creative expression.

Powerful performance meets state-of-the art formulas tailored to preserve hair health. Use this collection of lighteners to take your blondes to the next level.



light catcher spotlight clear lights
gentle, ammonia-free cream lightener

▶▶▶ up to 6 levels of lift

Mixing ratio: 1:2 or 1:3
Use with: 5/10/20/30 vol.
Processing time: up to 45 minutes



light catcher spotlight black
black lightening cream that lifts with cool tones

▶▶▶ up to 7 levels of lift

Mixing ratio: 1:2 or 1:3
Use with: 5/10/20/30 vol.
Processing time: up to 45 minutes



light catcher spotlight level 7
violet-toned lightener designed for freehand applications

▶▶▶ up to 7 levels of lift

Mixing ratio: 1:1.5 or 1:2
Use with: 5/10/20/30 vol.
Processing time: up to 45 minutes



light catcher spotlight level 8
blue-toned, conditioning lightener

▶▶▶ up to 8 levels of lift

Mixing ratio: 1:2 or 1:3
Use with: 5/10/20/30/40 vol.
Processing time: up to 45 minutes



light catcher spotlight level 9
grey-toned, extra-high lift, conditioning lightener

▶▶▶▶ up to 9 levels of lift

Mixing ratio: 1:1.5 or 1:2
Use with: 5/10/20/30/40 vol.
Processing time: up to 45 minutes*
*check after 30 minutes in smaller font underneath

Scan for the light catcher spotlight **mixing chart.**



NEXT-LEVEL LIGHTENING

Lightening services are a beautiful blend of art & science that includes lifting, **toning and home care that will ensure head-turning results every time!**



LIFT IT UP

milk_shake® spotlight lighteners come in a diverse array of lift levels and speeds to help lightening services without compromising hair health.



STONE IT PERFECTLY

milk_shake® smoothies semi-permanent conditioning colour is a rich, nourishing creme with a wide variety of shades, for radiant results.



CARE & SUPPORT

The **milk_shake®** integrity line deeply nourishes hair—in salon and at home.

SEE THE DIFFERENCE

Our new clear storage containers are designed to keep your level 7, 8, & 9 lighteners fresher, for longer—**ensuring top-performance no matter what.**

light catcher spotlight level 8 2kg

\$90.00
salon value \$140.00

SAVE \$50.00

INVEST
1 light catcher spotlight level 8 2kg
FREE
1 lightening powder container
1 easy stripes
1 mixing chart
**scoop included*



light catcher spotlight level 9 2kg

\$90.00
salon value \$140.00

SAVE \$50.00

INVEST
1 light catcher spotlight level 9 2kg
FREE
1 lightening powder container
1 easy stripes
1 mixing chart
**scoop included*



For best results, store the sealed package inside the clear plastic container. Do not empty powder from its package.

light catcher spotlight intro

\$132.00
salon value \$200.50

SAVE \$68.50

INVEST
1 light catcher spotlight LEVEL 7 14.11 fl.oz.
1 light catcher spotlight LEVEL 8 17.64 fl.oz.
1 light catcher spotlight LEVEL 9 17.64 fl.oz.
1 light catcher black 8.82 fl.oz.
1 light catcher clear lights 8.82 fl.oz.
FREE
3 oxidizing emulsion 1lt / 33.8 fl.oz.
5 light catcher fast toning*
**one of each shade*
1 mixing chart



SPRING FORWARD

Lost an hour of sleep? No problem! **Dry shampoo keeps your clients fresh and fabulous**, even if they skip a wash day.



Mini dry shampoo

\$36.00

salon value \$54.00

SAVE \$18.00

INVEST

4 lifestyling dry shampoo 75 ml / 1.6 fl.oz.

FREE

2 lifestyling dry shampoo 75 ml / 1.6 fl.oz.

MARK YOUR CALENDARS!

SUNDAY
MARCH
9

Daylight savings time begins:
Sunday March 9th, 2025

MONDAY
MARCH
10

National Dry Shampoo Day:
Monday March 10th, 2025

STYLING KITS FOR ALL OCCASIONS

PREP, SET, PROTECT KIT

Use this kit to set the stage for any style, and lock it down.

- / add some texture
- / protect from heat
- / make it last



\$31.20

salon value \$39.00

SAVE \$7.20

INVEST

1 lifestyling thermo protector 200 ml / 6.8 fl.oz.
1 lifestyling flexible hairspray 300 ml / 10 fl.oz.
1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

BIG & SMOOTH KIT

Use this kit to create smooth looks that never fall flat.

- / tame that frizz
- / add some volume
- / make it last



\$29.80

salon value \$37.00

SAVE \$7.20

INVEST

1 lifestyling smoothing cream 150 ml / 5.1 fl.oz.
1 lifestyling volumizing mousse 200 ml / 6.8 fl.oz.
1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

GET A GRIP KIT

Use this kit to give any style some added grip + staying power

- / add some texture
- / add some volume
- / make it last



\$30.80

salon value \$38.00

SAVE \$7.20

INVEST

1 lifestyling flexible hairspray 300 ml / 10 fl.oz.
1 lifestyling volumizing mousse 200 ml / 6.8 fl.oz.
1 lifestyling extra strong hairspray 300 ml / 10 fl.oz.

moisture&more CONSIDER YOUR HAIR, QUENCHED.



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