

milkshake[®] **PRO**

M A G A Z I N E



03 | MAY-JUNE 25

GET GLOSSY
with 17 NEW shades

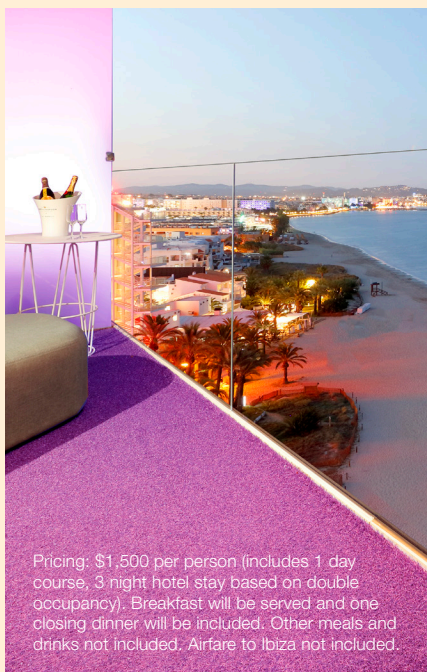
3-STEP
GLASS HAIR

HOW TO:
boost color stay power

CARRY-ON
APPROVED
hair care



09.28.25 – 10.01.25



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.

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

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. By night, experience the energy of David Guetta's epic show at Ushuaia Ibiza Beach Hotel!

TUESDAY, 9.30 | Relax & Celebrate! Enjoy a free day to unwind or explore. Then, dress to impress for an exclusive dinner & party at 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

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MILKSHAKE MIRROR MOMENT

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/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.



we love seeing your work!

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

 @milkshakehairpro



@lightenedbyjelena

connect with us

milkshakehairpro.com
[@milkshakehairpro](https://www.instagram.com/milkshakehairpro)



want to put your salon on the map?

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



find out more:





GLOSS UP. GLOW UP.

introducing **17** new shades



There's never been a better time to shine thanks to **milk_shake's** newly expanded color gloss options. Whether you're looking for shine or a rich, vibrant color, every shade features exceptional benefits including:

- » **ultimate shine enhancement**
- » **rich conditioning**
- » **complete color brilliance**

Achieve elevated color in just 20 minutes for the glow up that will have clients coming back again and again.

milk_shake's the gloss is a treatment and color service all in one step. It's no wonder that stylists around the world love it.

”

“To have a specific coloring system that helps you close down the cuticle after the lightening process is absolutely gold. Its glossy shine and youthful condition is incomparable to anything else I've used.”

Kirsty Richey, Australia
milk_shake stylist

coming
soon in
june!

THE NEW SHADES

This summer, we turn up the heat on **the gloss**. Introducing a collection of new warm-toned shades in glorious golds, rich intense reds and glowing coppers.

Color and hair damage don't have to go strand-in-strand.

milk_shake's gloss gives hair back the nourishment it needs after any color service. And of course it can make for a conditioning color and shine boost service when applied all on its own too. Fruits extracts and amino acids hydrate, strengthen and protect hair, so that the final product looks and feels its absolute best. You can keep clients happy all year long with gloss shades that complement every season and color trend.



What **milk_shake** global stylist Miki Moñino loves to do with the gloss:

- root shadows
- color melting
- after highlights or balayage

"I love using it when doing a bleaching service because it restores the hair and makes it feel thicker and healthier."

what's inside? magic! (& science)



hyper-fermented
prickly pear extract



amino acid
complex



blueberry
extract



sunflower
seed oil



FROM SUBTLE TO BOLD AND

Enjoy limitless creativity with new red and golden shades

Color formula:
MARGARITA
Starting level: 4

Highlights:

- Lightcatchers Level 7 30g
- Creative Oxidizing emulsion 20 vol 60g

All-over gloss:

- The Gloss: 7.3 20g + 6.4 20g
- Gloss Activator: 40g



the gloss

new shades + new swatch chart

AVAILABLE JUNE 1ST

\$175.00

salon value \$261.10

SAVE
33%

INVEST

- 17 gloss demi permanent color 2.03 fl.oz. **new shades**
- 7 gloss demi permanent color 2.03 fl.oz. **existing shades**
- 1 gloss demi permanent color neutral 8.4 fl.oz.

FREE

- 1 gloss activator 33.5 fl.oz.
- 1 gloss swatch chart
- 1 mixing chart
- 1 application bottle



D EVERYTHING IN BETWEEN

and take inspiration from these gorgeous gloss looks.

Color formula:

NOLA

Starting level: 6

All-over color:

- Smoothies: 7.43 30g
+ 6.43 30g
- Smoothies light activating emulsion 60g

Face-frame:

- Lightcatchers Level 7 30g
- Creative Oxidizing emulsion 30 vol 60g

Face-frame gloss:

- The Gloss: 6.66 30g
+ Neutral 10g
- Gloss Activator: 40g

Color formula:

NINA

Starting level: 7

All-over color:

- The Gloss: 7.83 50g
- Gloss activating emulsion 50g

Face-frame:

- Lightcatchers Level 8 30g
- Creative Oxidizing emulsion 20 vol 60g

Face-frame gloss:

- The Gloss: 10.37 30g
+ Neutral 10g
- Gloss Activator: 40g

Gloss Model Images // Hair: Andrew Smith & Gianluca Grechi | Hair Color: Michael Bonnaduce | Makeup: Nova Maas | Photography: Kamil Strudzinski

MILKSHAKE MIRRORMOMENT

Create your own formula and share it with us @milkshakehairpro and #milkshakemirrormoment for a chance to **WIN** a trip to **HAIRTOPIA** in Ibiza for you and a friend!



Get Glossy
with 20-minute
Spotify Playlists
designed to
complement your
color journey!



INSTA. LIGHT

ultimate shine in
salon & at home.

Glass hair has never been this easy to achieve with our simple 3-step process, which starts with a shine service in the salon with a potion service, and continues at-home with shampoo and in-shower lotion.

insta.light
service + retail

\$120.00

salon value \$195.00

INVEST

- 1 insta.light shampoo 33.8 fl.oz.
- 1 insta.light potion 10.1 fl.oz.
- 1 insta.lotion 8.4 fl.oz.
- 2 thermal protector 6.8 fl.oz.
- 3 insta.light shampoo 10.1 fl.oz.

FREE

- 3 insta.lotion 8.4 fl.oz.

SAVE
34%



insta.light
step-by-step manual:



GIFT
with purchase

purchase
\$150 of retail
open stock



get 6 FREE
heat resistant bags*



*Assorted colors. While supplies last.



KEEP THE GOOD COLOR VIBES GOING

Help your clients protect their fresh color with at-home care products designed to preserve vibrancy and overall tone, so their hair will look its best in between appointments.



color-enhancing

\$288.00

salon value \$510.00

SAVE
44%

INVEST

- 3 silver shine shampoo 10.1 fl.oz.
- 3 silver shine conditioner 8.4 fl.oz.
- 3 icy blond shampoo 10.1 fl.oz.
- 3 icy blond conditioner 8.4 fl.oz.
- 3 cold brunette shampoo 10.1 fl.oz.
- 3 cold brunette conditioner 8.4 fl.oz.
- 3 silver shine toning spray 3.4 fl.oz.
- 3 icy blond toning spray 3.4 fl.oz.
- 3 cold brunette toning spray 3.4 fl.oz.

FREE

- 1 silver shine shampoo 33.8 fl.oz.
- 1 silver shine conditioner 33.8 fl.oz.
- 1 icy blond shampoo 33.8 fl.oz.
- 1 icy blond conditioner 33.8 fl.oz.
- 1 cold brunette shampoo 33.8 fl.oz.
- 1 cold brunette conditioner 33.8 fl.oz.



HOT-TO-GO HAIR

Don't let clients sleep on their hair care while they're on vacation this spring and summer. Travel kit trios will ensure good hair days no matter where they land.

color care travel trio

\$11.75

salon value \$14.50

SAVE
19%

INVEST

color maintainer shampoo 1.7 fl.oz.
color maintainer conditioner 1.7 fl.oz.
leave in conditioner 2.5 fl.oz.



MSRP \$23.50

icy blond travel trio

\$12.50

salon value \$16.00

SAVE
22%

INVEST

icy blond shampoo 1.7 fl.oz.
icy blond conditioner 1.7 fl.oz.
incredible milk 1.8 fl.oz.



MSRP \$25.00

flower vibes travel trio

\$11.75

salon value \$14.50

SAVE
19%

INVEST



color maintainer flower shampoo 1.7 fl.oz.
color maintainer flower conditioner 1.7 fl.oz.
leave in flower conditioner 2.5 fl.oz.





MSRP \$23.50



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