

milk_shake[®] PRO

MAGAZINE

6 | NOVEMBER – DECEMBER 24

Grey
Blending
**TIPS &
TRICKS**

DECK your
shelves!

Holiday Styling
MUST-HAVES

LET IT GLOW



The holiday season is the perfect time to add a little sparkle to every style.

Get long-lasting results with our award-winning insta.lotion or add softness and smooth flyaways with our no-frizz family.



glistening argan oil 1.7 oz

\$13.20

salon value \$16.50

SAVE
20%

insta.lotion 8.4 oz

\$11.60

salon value \$14.50

glistening milk 4.2 oz

\$10.40

salon value \$13.00

glistening serum 3.4 oz

\$12.00

salon value \$15.00

glistening spray 3.4 oz

\$12.00

salon value \$15.00

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WE LOVE SEEING YOUR WORK!

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

@milkshakehairpro



@lucia_fringe

WANT TO PUT YOUR SALON ON THE MAP?

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

WATCH THE VIDEO



'Tis the season for parties and get-togethers. Equip your guests with everything they need to make this their **most stylish holiday season yet!**



lifestyling styling kit

\$61.50
salon value \$78.00

SAVE \$16.50

- 1 lifestyling volumizing mousse 6.8 oz
- 1 lifestyling extra strong hairspray 10 oz
- 1 lifestyling flexible hold hairspray 10 oz
- 1 lifestyling thermo protector 6.8 oz
- 1 lifestyling amazing 6.8 oz

FREE

- 1 lifestyling lotion 5.1 oz

extra strong hairspray
laca extra fuerte
laque extra forte
with Pro Vitamin B5

milk shake lifestyling

thermo-protector
heat protection for hair
protettore termico per capelli
protector térmico para el cabello
protecteur thermique pour cheveux
with quinoa proteins

must-have
200 ml e 6.8 fl oz

flexible hairspray
laca flexible
laque flexible
with Pro Vitamin B5

milk shake lifestyling

amazing mousse
voluminizadora e volumisante
with Pro Vitamin B5

fabulous
net wt. 6.4 oz
182 g > 200 ml e

milk shake lifestyling
amazing
anti-humidity protection
styling spray
spray di styling
anti-umidità
spray
protezione

DUOS

colour care DUO

\$17.50 | salon value \$25.00

colour maintainer shampoo
sulfate free 10.1 oz
colour maintainer conditioner 10.1 oz
duo box

SRP \$35.00



moisture plus DUO

\$19.00 | salon value \$27.00

moisture plus shampoo 10.1 oz
moisture plus conditioner 8.4 oz
duo box

SRP \$38.00



icy blond DUO

\$19.00 | salon value \$27.00

icy blond shampoo 10.1 oz
icy blond conditioner 8.4 oz
duo box

SRP \$38.00



flower power DUO

\$17.50 | salon value \$25.00

colour maintainer shampoo flower
fragrance 10.1 oz
colour maintainer conditioner flower
fragrance 10.1 oz
duo box

SRP \$35.00



silver shine DUO

\$19.00 | salon value \$27.00

silver shine shampoo 10.1 oz
silver shine conditioner 8.4 oz
duo box

SRP \$38.00



curl passion DUO

\$18.30 | salon value \$26.00

curl passion shampoo 10.1 oz
curl passion conditioner 10.1 oz
duo box

SRP \$36.60



DUO/TRIO HOLIDAY



DUOS & TRIOS make perfect gifts for friends & family who are tough to buy for.

Who doesn't love gorgeous, healthy, hair???



Receive a **shelf talker** for every **6 DUOS or TRIOS** purchased

TRIOS

flower power TRIO
\$27.50 | salon value \$37.00
 colour maintainer shampoo flower fragrance 10.1 oz
 colour maintainer conditioner flower fragrance 10.1 oz
 colour maintainer leave-in flower fragrance 11.8 oz
 trio box



SRP \$55.00

integrity TRIO
\$30.00 | salon value \$39.00
 integrity nourishing shampoo 10.1 oz
 integrity nourishing conditioner 10.1 oz
 incredible milk 5.1 oz
 trio box



SRP \$60.00

moisture plus TRIO
\$29.50 | salon value \$39.00
 moisture plus shampoo 10.1 oz
 moisture plus conditioner 8.4 oz
 leave-in conditioner 11.8 oz
 trio box



SRP \$59.00

colour care TRIO
\$27.50 | salon value \$37.00
 colour maintainer shampoo sulfate free 10.1 oz
 colour maintainer conditioner 10.1 oz
 leave-in conditioner 11.8 oz
 trio box



SRP \$55.00

make my day TRIO
\$26.00 | salon value \$35.00
 make my day shampoo 10.1 oz
 make my day conditioner 8.4 oz
 whipped cream 6.8 oz
 trio box



SRP \$52.00

curl passion TRIO
\$29.00 | salon value \$38.50
 curl passion shampoo 10.1 oz
 curl passion conditioner 10.1 oz
 curl passion leave-in 10.1 oz
 trio box



SRP \$58.00

One great way to use our mini-holiday ornaments is as a little gift for your guests. Get in the holiday spirit by sharing the **milk_shake®** love this season!

MINI HOLIDAY ORNAMENTS

whipped cream 1.7 oz
\$3.50 | salon value \$4.20

leave-in conditioner 2.5 oz
\$4.40 | salon value \$5.20

incredible milk 1.7 oz
\$5.30 | salon value \$6.30

whipped cream flower fragrance 1.7 oz
\$3.50 | salon value \$4.20

leave-in flower fragrance 2.5 oz
\$4.40 | salon value \$5.20

incredible milk flower fragrance 1.7 oz
\$5.30 | salon value \$6.30

Receive a **shelf talker** for every **6 MINI TRIOS or ORNAMENTS** purchased



HOLIDAY MINIS

Purchase 3 minis and
get a FREE mini bag

Choose from:

milk_shake®

colour maintainer
mini TRIO

\$13.60

colour maintainer
shampoo 1.7 oz
colour maintainer
conditioner 1.7 oz
leave-in conditioner 2.5 oz
mini bag

milk_shake®

silver shine mini TRIO

\$14.70

silver shine shampoo 1.7 oz
silver shine conditioner 1.7 oz
incredible milk 1.7 oz
mini bag

milk_shake®

moisture plus mini TRIO

\$12.60

moisture plus shampoo 1.7 oz
moisture plus conditioner 1.7 oz
whipped cream 1.7 oz
mini bag

milk_shake®

flower power mini TRIO

\$13.60

colour maintainer shampoo flower
fragrance 1.7 oz
colour maintainer flower
fragrance conditioner 1.7 oz
leave-in conditioner flower
fragrance 2.5 oz
mini bag

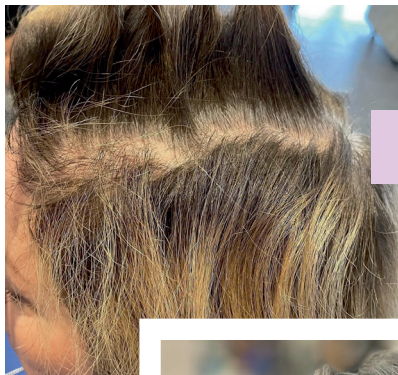


GOING GREY.... GORGEOUSLY!



When it comes to treating greys, it's not always about coverage. **A growing number of clients are ready to embrace their "wisdom highlights" and are looking to their colorist for help in their color transition.** Here are **two real-life examples** from current **milk_shake®** colorists.

∞ | milk_shake® MAGAZINE



BEFORE

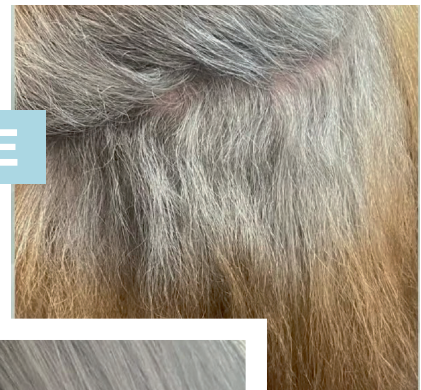


AFTER

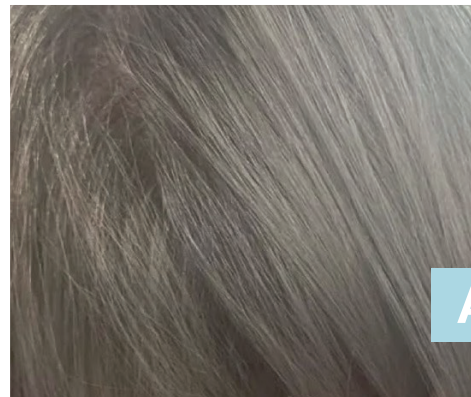
First Kristin lightened with level 9 + 20 vol. She foiled at the crown using 1/4 inch sections, keeping away from natural grey root and only applied to the dark brown band. During processing, she opened foils and then dragged lightener down after about 25 min. Processing time on the dark band was 45 minutes.

She then pre-toned with silver shine and let it process for 10 minutes. Finally, Kristin towel-dried her guest's hair and toned the entire top with Smoothies: 8g anthracite, 10g 9.1. 8g Silver and 5g Pearl mixed with the Light Activating Emulsion (3.5 vol)

*Grey for Days Kristin Cimmino,
Stylist First Cut Salon*



BEFORE



AFTER

Erica started with a clarifying shampoo and color remover treatment with heat for 30 minutes. She then did back to back foils using level 9 + 20 vol., watching closely until hair was the shade of the inside of a banana. Next, Erica created lowlights using smoothies 5.1/ 5A following her guest's natural growth pattern. She rinsed and pre-toned with icy blond before toning with the gloss 10.11/10AA + Neutral. For a secon toner, Erica used 10.117/10AAV + Neutral. She then applied milk_shake whipped cream in intense grey to style.

TOTAL TIME OF SERVICE: 10 hours

*Erica Wiggins
Owner, Erica's Boudoir*



GENERAL GUIDELINES FOR GREY TRANSITIONS

The easiest method to use is a highlighting technique of fine sections.

The goal is to lift out the darker color, diffuse the line of demarcation and then tone the sections with a silvery grey toner to match the client's own grey tone.



Starting where the grey regrowth is most prevalent, begin taking fine weave sections and apply your lightener. Make sure to work with the client's natural growth and keep the sections ultra fine to avoid striping or streaks. If lifting out a darker hair color, make sure to take a lot of sections, leaving very little in between foils. Lift the color to as close to pale yellow as possible to get the cleanest grey / white results (think platinum!)



Choose a neutral to cool toner to match your client's natural grey tones. To cancel out any remaining warm tones, use smoothies semi-permanent to tone and blend the highlighted sections naturally.



For the ultimate grey enhancement, grab the gloss. Grey hair tends to be coarse & dry. the gloss adds hydration and shine for a healthier, more vibrant look. Use Neutral with a cool, silvery tone of your choice to add sparkle, softness and manageability to your gorgeous grey clients' hair.

Scan to read more about grey transitioning on our website



light catcher spotlight
level 8 BOGO 50% off
+ free developer

\$42.00

salon value \$65.50

SAVE
\$23.50

1 light catcher spotlight level 8 17.64 oz
1 light catcher spotlight level 8 17.64 oz

FREE

1 20 vol oxidizing emulsion 32.1 oz

light catchers spotlight
level 9 BOGO 50% off
+ free developer

\$45.00

salon value \$69.50

SAVE
\$24.50

1 light catcher spotlight level 8 17.64 oz
1 light catcher spotlight level 8 17.64 oz

FREE

1 20 vol oxidizing emulsion 32.1 oz

smoothies 12 + 2

\$99.60

salon value \$118.60

SAVE
\$19.00

12 smoothies semi-permanent 3.4 oz

FREE

2 activating emulsion 32.1 oz

the gloss 12 + 2

\$78.00

salon value \$95.40

SAVE
\$17.40

12 the gloss demi permanent color 2.03 oz

FREE

2 the gloss activator 33.5 oz

KEEP IT COOL

Recreate this look in-salon and send your guest home with icy blond aftercare!



LIFT IT

using back-to-back foils, slice horizontal partings, backcombing the regrowth area. Apply lightener using a feathering technique closer to the regrowth area. Process to pale yellow.



TONE IT

use the gloss 10.117 with activator 1:1 mixing ratio.



icy blond intro

\$173.25

salon value \$246.00

6 icy blond shampoo 10.1 oz
6 icy blond conditioner 8.4 oz
3 icy blond toning spray 3.4 oz

FREE

1 icy blond shampoo 33.8 oz
1 icy blond conditioner 33.8 oz



SAVE
\$72.75

icy blond try me kit

\$27.00

salon value \$34.50

1 icy blond shampoo 10.1 oz
1 icy blond conditioner 8.4 oz
FREE

1 icy blond toning spray 3.4 oz



SAVE
\$7.50

SALON PRICE LIST

| | size oz | salon price |
|--|---------|-------------|
| milk_shake® | | |
| colour maintainer shampoo | 1.7 | 4.20 |
| colour maintainer shampoo | 10.1 | 12.50 |
| colour maintainer shampoo | 33.8 | 27.50 |
| colour maintainer conditioner | 1.7 | 4.20 |
| colour maintainer conditioner | 10.1 | 12.50 |
| colour maintainer conditioner | 33.8 | 27.50 |
| leave in conditioner | 2.5 | 5.20 |
| leave in conditioner | 11.8 | 12.00 |
| leave in conditioner jumbo | 16.9 | 15.00 |
| leave in conditioner refill | 33.8 | 27.50 |
| incredible milk | 1.7 | 6.30 |
| incredible milk | 5.1 | 13.00 |
| deep cleansing shampoo | 10.1 | 11.50 |
| deep cleansing shampoo | 33.8 | 27.50 |
| whipped cream | 1.7 | 4.20 |
| whipped cream | 6.8 | 12.00 |
| deep conditioning mask | 6.8 | 12.50 |
| deep conditioning mask | 16.9 | 24.50 |
| active yogurt mask | 8.4 | 12.00 |
| active yogurt mask | 16.8 | 23.50 |
| milk_shake® flower power | | |
| colour maintainer shampoo flower fragrance | 1.7 | 4.20 |
| colour maintainer shampoo flower fragrance | 10.1 | 12.50 |
| colour maintainer shampoo flower fragrance | 33.8 | 27.50 |
| colour maintainer conditioner flower fragrance | 1.7 | 4.20 |
| colour maintainer conditioner flower fragrance | 10.1 | 12.50 |
| colour maintainer conditioner flower fragrance | 33.8 | 27.50 |
| incredible milk flower fragrance | 1.7 | 6.30 |
| incredible milk flower fragrance | 5.1 | 13.00 |
| leave in conditioner flower fragrance | 2.5 | 5.20 |
| leave in conditioner flower fragrance | 11.8 | 12.00 |
| whipped cream flower fragrance | 1.7 | 4.20 |
| whipped cream flower fragrance | 6.8 | 12.00 |
| milk_shake® make my day | | |
| make my day shampoo | 10.1 | 11.50 |
| make my day shampoo | 33.8 | 27.50 |
| make my day conditioner | 8.4 | 11.50 |
| make my day conditioner | 33.8 | 27.50 |
| make my day mask | 6x1.01 | 24.00 |
| papaya booster | 6x0.1 | 9.00 |
| blueberry booster | 6x0.1 | 9.00 |
| strawberry booster | 6x0.1 | 9.00 |
| milk_shake® insta light | | |
| insta.light shampoo | 1.7 | 5.00 |
| insta.light shampoo | 10.1 | 13.00 |
| insta.light shampoo | 33.4 | 28.50 |
| insta.lotion | 3.4 | 8.00 |
| insta.lotion | 8.4 | 14.50 |
| insta.lotion | 16.9 | 26.00 |
| insta.light potion | 10.1 | 25.50 |
| milk_shake® no frizz | | |
| glistening spray | 3.4 | 15.00 |
| glistening milk | 4.2 | 13.00 |
| glistening serum | 3.4 | 15.00 |
| glistening argan oil | 0.34 | 4.50 |
| glistening argan oil | 1.7 | 16.50 |
| glistening argan oil | 8.4 | 39.00 |
| milk_shake® volume solution | | |
| volumizing shampoo | 10.1 | 11.50 |
| volumizing shampoo | 33.8 | 27.50 |
| volumizing conditioner | 10.1 | 11.50 |
| volumizing conditioner | 33.8 | 27.50 |
| volumizing styling spray | 5.9 | 13.50 |
| milk_shake® curl passion | | |
| curl passion shampoo | 10.1 | 12.50 |
| curl passion shampoo | 33.8 | 27.50 |
| curl passion conditioner | 10.1 | 13.50 |
| curl passion conditioner | 33.8 | 33.00 |
| curl passion mask | 8.4 | 13.00 |
| curl passion mask | 16.8 | 23.50 |
| curl passion leave in conditioner | 10.1 | 12.50 |
| curl passion primer | 6.8 | 12.00 |
| curl passion defining gel | 6.8 | 12.00 |
| curl passion enhancing fluid | 6.8 | 12.00 |
| curl passion curl shaper | 6.8 | 15.00 |

| | size oz | salon price |
|--|---------|-------------|
| curl passion curl perfectionist | 6.8 | 12.00 |
| milk_shake® moisture plus | | |
| moisture plus shampoo | 1.7 | 4.20 |
| moisture plus shampoo | 10.1 | 13.00 |
| moisture plus shampoo | 33.8 | 28.50 |
| moisture plus conditioner | 1.7 | 4.20 |
| moisture plus conditioner | 8.4 | 14.00 |
| moisture plus conditioner | 33.8 | 33.00 |
| moisture plus whipped cream | 6.8 | 13.00 |
| moisture plus whipped cream | 3.4 | 7.50 |
| moisture plus lotion | 6x0.4 | 16.00 |
| milk_shake® silver shine | | |
| silver shine shampoo | 1.7 | 4.20 |
| silver shine shampoo | 10.1 | 13.00 |
| silver shine shampoo | 33.8 | 28.50 |
| light silver shine shampoo | 10.1 | 13.00 |
| light silver shine shampoo | 33.8 | 28.50 |
| silver shine whipped cream | 6.8 | 13.00 |
| silver shine conditioner | 1.7 | 4.20 |
| silver shine conditioner | 8.4 | 14.00 |
| silver shine conditioner | 33.8 | 33.00 |
| silver shine toning spray | 3.4 | 7.50 |
| milk_shake® icy blond | | |
| icy blond shampoo | 1.7 | 4.20 |
| icy blond shampoo | 10.1 | 13.00 |
| icy blond shampoo | 33.8 | 28.50 |
| icy blond conditioner | 1.7 | 4.20 |
| icy blond conditioner | 8.4 | 14.00 |
| icy blond conditioner | 33.8 | 33.00 |
| icy blond toning spray | 3.4 | 7.50 |
| milk_shake® cold brunette | | |
| cold brunette shampoo | 1.7 | 4.20 |
| cold brunette shampoo | 10.1 | 13.00 |
| cold brunette shampoo | 33.8 | 28.50 |
| cold brunette conditioner | 1.7 | 4.20 |
| cold brunette conditioner | 8.4 | 14.00 |
| cold brunette conditioner | 33.8 | 33.00 |
| cold brunette toning spray | 3.4 | 7.50 |
| milk_shake® scalp care | | |
| energizing blend shampoo | 10.1 | 13.00 |
| energizing blend shampoo | 33.8 | 28.50 |
| energizing blend conditioner | 10.1 | 13.00 |
| energizing blend conditioner | 33.8 | 28.50 |
| energizing blend treatment spray | 1.1 | 17.50 |
| normalizing blend shampoo | 10.1 | 13.00 |
| normalizing blend shampoo | 33.8 | 28.50 |
| purifying blend shampoo | 10.1 | 13.00 |
| purifying blend shampoo | 33.8 | 28.50 |
| deep detox shampoo | 10.1 | 13.00 |
| deep detox shampoo | 33.8 | 28.50 |
| milk_shake® integrity system | | |
| integrity nourishing shampoo | 1.7 | 4.20 |
| integrity nourishing shampoo | 10.1 | 13.00 |
| integrity nourishing shampoo | 33.8 | 28.50 |
| integrity nourishing conditioner | 1.7 | 4.20 |
| integrity nourishing conditioner | 10.1 | 13.00 |
| integrity nourishing conditioner | 33.8 | 28.50 |
| integrity intensive treatment | 6.8 | 13.50 |
| integrity intensive treatment | 16.9 | 24.50 |
| integrity repairing hair lotion | 8x0.4 | 21.00 |
| integrity nourishing muru muru butter | 6.8 | 22.00 |
| integrity incredible oil | 1.7 | 21.00 |
| integrity rebuild | 16.8 | 54.00 |
| integrity fiber sealant | 16.8 | 43.00 |
| integrity leave in | 8.4 | 14.00 |
| milk_shake® colour refresh | | |
| SOS roots | 2.5 | 13.50 |
| colour whipped cream | 3.4 | 8.40 |
| milk_shake® sun&more | | |
| sun&more all over shampoo | 8.4 | 11.00 |
| sun&more beauty mask | 6.8 | 11.00 |
| sun&more incredible milk | 5.1 | 13.00 |
| sun&more bi-phase leave in conditioner | 8.4 | 12.00 |
| sun&more crackling mousse | 5.1 | 11.00 |

| | size oz | salon price |
|--|---------|-------------|
| milk_shake® lifestyling | | |
| lifestyling dry shampoo mini | 2.5 | 8.00 |
| lifestyling dry shampoo | 4.75 | 12.00 |
| lifestyling smoothing cream | 5.1 | 12.00 |
| lifestyling liquid styler | 8.4 | 12.00 |
| lifestyling styling potion | 5.9 | 13.00 |
| lifestyling texturizing spritz | 5.9 | 12.00 |
| lifestyling texturizing cream | 3.4 | 13.00 |
| lifestyling freehand paste | 3.4 | 13.00 |
| lifestyling design wax | 3.4 | 13.00 |
| lifestyling thermo protector spray | 6.8 | 13.00 |
| lifestyling grease | 3.4 | 13.00 |
| lifestyling cream | 3.4 | 13.00 |
| lifestyling lotion | 5.1 | 13.00 |
| lifestyling fixing paste | 3.4 | 14.00 |
| lifestyling powder pop | 0.18 | 15.00 |
| lifestyling blow-dry primer | 6.8 | 13.00 |
| lifestyling medium hold gel | 6.8 | 13.00 |
| lifestyling amazing mini | 1.7 | 5.00 |
| lifestyling amazing | 6.8 | 14.00 |
| lifestyling amazing curls & waves mini | 1.7 | 5.00 |
| lifestyling amazing curls & waves | 6.8 | 12.00 |
| lifestyling flexible hold hairspray | 8 | 13.00 |
| lifestyling extra strong hairspray | 8 | 13.00 |
| lifestyling volumizing mousse | 6.4 | 12.00 |
| milk_shake® k-respect | | |
| k-respect treatment | 8.4 | 87.00 |
| k-respect preparing shampoo | 25 | 24.00 |
| k-respect smoothing shampoo | 8.4 | 13.00 |
| k-respect smoothing shampoo | 25 | 24.00 |
| k-respect smoothing conditioner | 8.4 | 13.00 |
| k-respect smoothing conditioner | 25 | 24.00 |
| dispenser | 8.4 | 5.00 |
| dispenser | 25 | 7.00 |
| milk_shake® direct colour | | |
| conditioning direct colour | 3.4 | 11.00 |
| milk_shake® permanent colour | | |
| creative permanent colour | 3.4 | 8.80 |
| 9 minutes colour | 3.4 | 8.80 |
| oxidizing emulsion | 32.1 | 9.50 |
| milk_shake® smoothies semi permanent colour | | |
| smoothies | 3.4 | 8.30 |
| activating emulsion | 32.1 | 9.50 |
| intensive activating emulsion | 32.1 | 9.50 |
| light activating emulsion | 32.1 | 9.50 |
| milk_shake® the gloss demi permanent colour | | |
| the gloss | 2.03 | 6.50 |
| the gloss neutral | 8.4 | 13.00 |
| the gloss activator | 33.5 | 8.70 |
| milk_shake® colour specifics | | |
| acid colour sealer | 6.8 | 11.50 |
| colour sealing conditioner | 33.8 | 29.00 |
| colour sealing shampoo | 33.8 | 29.00 |
| instant remover | 8.4 | 8.00 |
| pro colour equalizer | 8.4 | 11.50 |
| powerful protector | 8.4 | 20.00 |
| milk_shake® decologic | | |
| decologic tone controller | 2 | 7.00 |
| milk_shake® light catcher spotlight | | |
| light catcher spotlight lift & balance | 3.4 | 8.80 |
| light catcher spotlight light layers | 3.4 | 8.80 |
| light catcher spotlight level 7 | 14.11 | 28.00 |
| light catcher spotlight level 8 | 17.64 | 28.00 |
| light catcher spotlight level 9 | 17.64 | 30.00 |
| light catcher spotlight fast toning | 3.4 | 8.00 |
| light catcher spotlight black cream | 8.82 | 27.00 |
| light catcher spotlight clear lights | 8.82 | 19.00 |
| light catcher spotlight soft light oxidizing emulsion 40 VOL | 33.8 | 9.5 |
| NO INHIBITION MULTICOLOUR | | |
| multicolour permanent colour | 3.4 | 5.30 |
| oxidizing emulsion | 33.8 | 7.25 |



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