

# milk\_shake<sup>®</sup>

PRO  
MAGAZINE

05 | SEPTEMBER-OCTOBER 25

**HEALTHY HAIR**  
starts now

**HOW TO REFRESH**  
from root to tip

**SWEATER  
WEATHER,**  
cooler color

**THE GIFT OF  
GOOD HAIR DAYS—**  
holiday kits are here!



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## we love seeing your work!

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

 @milkshakehairpro



@lightenedbyjlena

## connect with us

milkshakehairpro.com  
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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**.



find out more:





milk shake®

# GIVE THE GIFT OF HAPPY, HEALTHY HAIR.



2025 limited-edition kits  
& ornaments for instant cheer.

for more information please reach out to your distributor or sales rep.



# STRONGER HAIR STARTS HERE

**damaged strands beware:** there's a new strength squad in town. powered by amaranth seed extract and murumuru butter, **integrity & strength** is a go to for strong, healthy-feeling hair.

new &  
improved!



## nourishing shampoo

nourishing shampoo  
for damaged hair  
shampoo nutriente  
per capelli danneggiati  
champú nutritivo  
para cabello dañado  
shampooing nourrissant  
pour cheveux abîmés



with organic murumuru  
and amaranth seed extract  
sulfate / paraben free

300 ml e 10.1 fl oz

## milk shake integrity & strength

## nourishing conditioner

nourishing conditioning cream  
for damaged hair  
crema condizionante nutriente  
per capelli danneggiati  
crema acondicionadora nutritiva  
para cabello dañado  
crème conditionnante nourrissante  
pour cheveux abîmés



with organic murumuru  
and amaranth seed extract  
paraben free

300 ml e 10.1 fl oz

## milk shake integrity & strength

## intensive treatment

nourishing intensive treatment  
mask for damaged hair  
trattamento nutriente intensivo  
per capelli danneggiati  
tratamiento nutritivo intensivo  
para cabello dañado  
masque soin intensif nourrissant  
pour cheveux abîmés



with organic murumuru  
and amaranth seed extract  
paraben free

200 ml e 6.8 fl oz

**milk\_shake®** integrity & strength products immediately transform the hair fiber, thanks to the restructuring action of its active ingredients.

### who it's for

damaged, weak, or frizzy hair needing repair and protection. sulfate and paraben-free

### why you'll love it

strengthens with **amaranth seed extract** and boosts shine & softness. plus has a fresh, tropical scent.

### key benefits

- repairs & rebuilds
- hydrates & smooths
- controls frizz & split ends
- customizable for every hair need

## integrity & strength intro deal

**\$271.00** | salon value \$346.00

SAVE  
**22%**

### INVEST

6 integrity & strength nourishing shampoo 10.1 fl.oz  
6 integrity & strength nourishing conditioner 10.1 fl.oz  
6 integrity & strength intensive treatment 6.8 fl.oz

### FREE

1 integrity & strength nourishing shampoo 33.8 fl.oz  
1 integrity & strength nourishing conditioner 33.8 fl.oz  
1 integrity & strength intensive treatment 16.8 fl.oz

**amaranth seed extract** and **murumuru butter** soften and smooth the surface of the hair, while forming a film around the cuticle to combat the absorption of humidity and the harmful effects of environmental stress.



amaranth  
seed extract



murumuru  
butter



# EFFORT LESSLY ICY

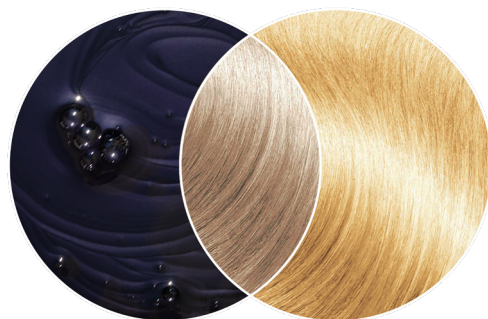
**cool, ashy tones**

clients will ask for by  
name - time to stock up

**black pigments** keep blonde  
tones light and bright while  
**milk proteins** revitalize  
colored hair's strength and  
structure.

**now that's what we  
call a win-win.**

this highly black pigmented  
shampoo **neutralizes yellow  
and brassy tones** for those  
who covet cool, light blonde  
color.



## icy blond salon deal

**\$111.00** | salon value **\$175.00**

### INVEST

- 3 icy blond shampoo 10.1 fl.oz
- 3 icy blond conditioner 8.4 fl.oz
- 3 icy blond toning spray 3.4 fl.oz

### FREE

- 1 icy blond shampoo 33.8 fl.oz
- 1 icy blond conditioner 33.8 fl.oz



SAVE  
**37%**

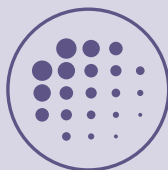




enhance ashy,  
cool colors and  
mute unwanted  
**brassiness** within  
one rinse at the salon  
and help clients keep  
their salon-fresh look  
at home when they  
take home **milk\_**  
**shake**'s icy blond  
care line.



protects  
color



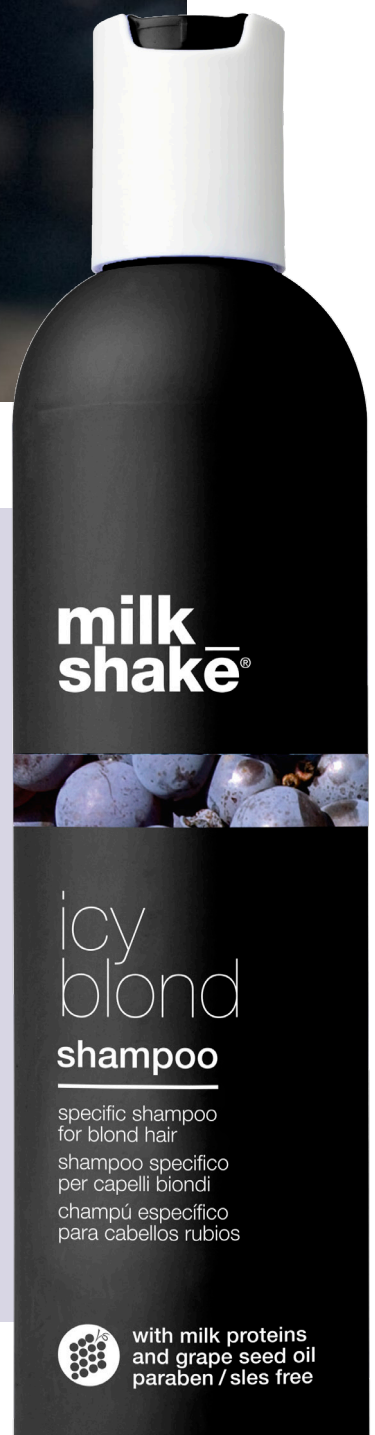
prevents  
fading



improves  
shine



increases  
manageability



**milk**  
**shake**

icy  
blond  
**shampoo**

specific shampoo  
for blond hair  
shampoo specifico  
per capelli biondi  
champú específico  
para cabellos rubios



with milk proteins  
and grape seed oil  
paraben / sles free

# BIGGER BOTTLES. BETTER VALUE.

equip your backbar with **high-performance liters** designed to **treat any hair concerns**, **boost body**, and **define texture**.

SAVE  
35%

## backbar liters

**\$16.90** | salon value \$26.00

curl passion mask 16.8 fl.oz

**\$17.55** | salon value \$27.00

deep conditioning mask 16.8 fl.oz

**\$20.15** | salon value \$31.00

curl passion shampoo 33.8 fl.oz

volumizing shampoo 33.8 fl.oz

volumizing conditioner 33.8 fl.oz

energizing blend shampoo 33.8 fl.oz

energizing blend conditioner 33.8 fl.oz

normalizing blend shampoo 33.8 fl.oz

purifying blend shampoo 33.8 fl.oz

deep detox shampoo 33.8 fl.oz

**\$22.10** | salon value \$34.00

curl passion conditioner 33.8 fl.oz

\*mix & match





# HEALTHY HAIR starts at the root

from **detox** to **energize**,  
these must-have formulas  
make healthy-feeling  
hair a habit.



## energizing blend trio

**\$32.00** | salon value \$46.00

### INVEST

- 1 energizing blend shampoo 10.1 fl.oz
- 1 energizing blend treatment spray 1.1 fl.oz

### FREE

- 1 energizing blend conditioner 10.1 fl.oz



SAVE  
30%

SAVE  
33%

## deep detox 2+1

**\$28.00** | salon value \$42.00

### INVEST

- 2 deep detox shampoo 10.1 fl.oz

### FREE

- 1 deep detox shampoo 10.1 fl.oz



# 6 WAYS TO POWER UP YOUR COLOR SERVICES

**colour specifics is back** with a new look and an even more powerful formula.

colour specifics is a range of professional products formulated to boost the performance of **milk\_shake®** color treatments. now enriched with **CHROMAZONE™**, it helps lock in colour, boost shine, and protect hair from fading.

## key ingredients



**CHROMAZONE™**: a natural-origin complex containing upcycled pomegranate peel extract, rich in ellagic acid—an antioxidant known for its protective properties. with high affinity to keratin, CHROMAZONE™ creates a protective film around the hair, helping to lock in colour and prevent fading.

**milk proteins**: highly conditioning, they leave hair soft, supple, and shiny.

**vitamin e**: repairs the hydrolipidic film that coats hair and prevents free radical damage.

**aloe vera juice**: with hydrating properties, it coats the hair fiber and prevents water loss.



### colour specifics clarifying shampoo

a clarifying shampoo that deeply cleanses and removes mineral build-up and residue. its slightly alkaline pH opens the cuticle, preparing hair for treatments and ensuring optimal color penetration.



### colour specifics pro colour equalizer

strengthens and balances hair before any color service for longer-lasting results and optimal color performance.



### colour specifics acid colour sealer

a post-color acidifier that seals in pigments and closes the cuticle for long-lasting, glossy color.



### colour specifics colour sealing shampoo

a post-color shampoo that gently cleanses while preserving cosmetic pigments and enhancing color brilliance.



### colour specifics colour sealing conditioner

a post-color conditioning cream that softens, adds shine and a shield of antioxidant protection while sealing the cuticle for long-lasting color vibrancy.



### colour specifics instant remover

a gentle stain remover that eliminates color residue from skin leaving it clean and moisturized.



# COLOR & CARE

because every great color deserves a **flawless finish** and **fade protection**.

**broad color palette** with high-quality, pigmented, conditioning formulas.

**creative permanent color is ideal for:** grey coverage, dramatic color changes, all over color application



with its rapid processing time, **9 minutes color reduces the amount of time spent per service**, freeing you up to see more clients.

**9 minutes color is ideal for:** express color services, color touch ups, grey coverage

SAVE  
31%



## creative color + color care

**\$176.40** | salon value \$257.40

### INVEST

18 creative permanent color 3.4 fl.oz\*

### FREE

2 oxidizing emulsion\*

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

1 colour maintainer conditioner 33.8 fl.oz



## 9 minutes + color care

**\$176.40** | salon value \$257.40

### INVEST

18 9 minutes permanent color 3.4 fl.oz\*

### FREE

2 oxidizing emulsion\*



1 colour maintainer shampoo flower fragrance 33.8 fl.oz



1 colour maintainer conditioner flower fragrance 33.8 fl.oz

\*mix & match



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