

# RE-CREATE THE LOOK

whether you're after a natural or creative style, **milk\_shake** lifestyling collection can be used together to create a wide range of looks suitable for all hair types.

## SMOOTH OPERATOR



- **prep & protect:** thermo protector
- **style:** smoothing cream
- **finish:** let it shine

## BIG & BOUNCY BLOW OUT



- **prep & protect:** blow dry primer
- **style:** volumizing mousse
- **finish:** powder pop + extra strong hairspray

## WAVES YOUR WAY

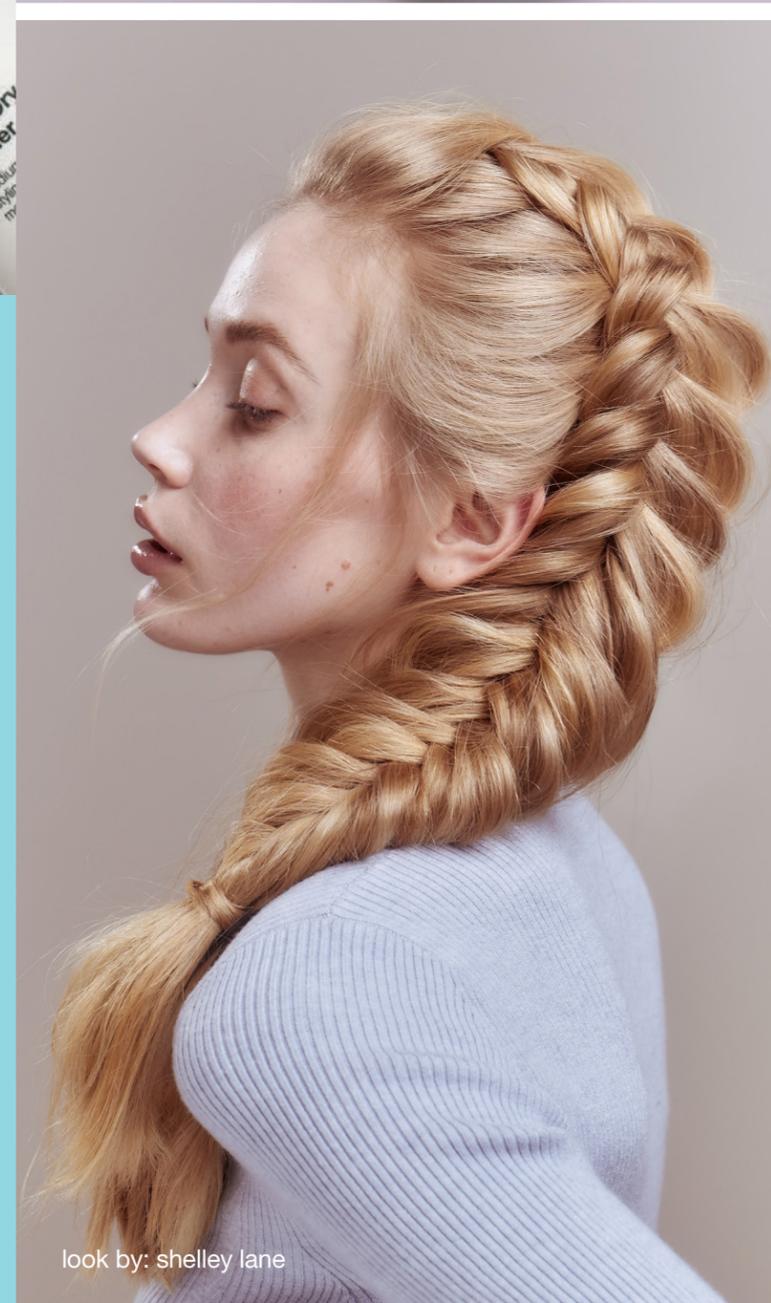


- **prep & protect:** texturizing spritz
- **style:** bodifying cream
- **finish:** let it shine

## MESSY TEXTURE



- **prep & protect:** texturizing spritz
- **style:** shaping foam
- **finish:** texturizing cream



**milkshake**<sup>®</sup>  
LIFESTYLING

feel-good styling  
for feel-great days.

look by: shelly lane

# EFFORTLESS STYLING

with nourishing formulas designed  
for every hair type:



## MILK PROTEINS

conditioning and protective; they give the hair fiber strength and resilience.



## QUINOA PROTEINS

make hair easier to comb, leaving it soft and radiant.



## INTEGRITY 41®

sunflower seed extract, rich in antioxidant polyphenols. extends the life of colour.

## HOLD & FIXING



### extra strong hairspray.

ultra-fine mist helps provide hold and structure for long-lasting styling with a boost of hydration. contains ingredients with heat protection properties.

hold ■■■■ volume ■■■■ shine ■■■■

# SMOOTHE&THERMO



## smoothing cream.

formulated to smooth hair and protect it during drying. provides natural hold and allows the brush to effortlessly glide through hair. delivers long-lasting smoothness and fights frizz, leaving hair soft and shiny.

hold ■■■■ volume ■■■■ shine ■■■■



## blow dry primer.

a non-aerosol mousse that provides body and texture that is perfect for achieving a natural look. prepares hair for styling, providing control and medium hold. makes blow-drying with a brush a breeze and helps styles last longer.

hold ■■■■ volume ■■■■ shine ■■■■



## thermo protector.

heat protectant spray formula helps create an invisible shield around hair to defend against the high temperatures of hair dryers, straighteners and curling irons. delivers maximum shine while helping to protect against breakage & split ends.

hold □□□□ volume □□□□ shine ■■■■



## let it shine.

ultra-lightweight shine spray delivers maximum shine and an instant gloss effect. keeps static at bay and helps keep colour vibrant and intense. can be used after styling and finishing services.

hold □□□□ volume ■■■■ shine ■■■■

COMING  
SPRING  
2026



## smoothing miracle shield.

ultra-light heat and humidity protectant spray helps protect and discipline hair during styling by coating strands in an invisible shield while giving an intense shine and defined finish. activated by heat to create a thermo-protective barrier that helps preserve the hair fiber against potential harm caused by styling tools up to 450° f - a perfect ally for all hair types.

hold ■■■■ volume ■■■■ shine ■■■■

# FROM PREP TO FINISH

broken out into 4 core-categories to effortlessly create any style:

## BODY & VOLUME

Texturizing and volumizing products to strengthen and extend the duration of all hairstyling, especially with the thinnest hair.

## TEXTURE & SHAPE

Products for all styling needs to create new textures and specific effects.

## HOLD & FIXING

Styling and finish to model your hair, fixing and maintaining the shape unaltered in time.

## SMOOTH & THERMO

A line dedicated for protection and treatment of your hair from the heat where needed to create your look.

# BODY&VOLUME



## dry shampoo.

ultra-light spray formula, refreshes any look with a matte effect. absorbs excess oil without leaving residue and gives hair instant volume. use as a styling product for fuller, more textured hair.

hold □□□□ volume ■■■■ shine ■□□□



## volumizing mousse.

creates volume and dimension with long-lasting hold in a lightweight foam. the soft texture ensures flexibility during blow-drying and provides a glossy finish.

hold ■■■■ volume ■■■■ shine ■■■■



## powder pop.

volumizing powder help lift roots for instant volume with a matte finish. gives styles and up-dos body and texture while delivering strong hold. the fine texture means the product can be evenly dispensed onto roots without leaving residue.

hold ■■■■ volume ■■■■ shine □□□□



## liquid styler.

an ultra-versatile, lightweight styling fluid ideal for achieving definition and flexible hold with a memory effect. suitable for all hair types, it leaves hair full of body with a slightly glossy finish. ideal for styling with hairdryer and brush or diffuser depending on the effect to be achieved.

hold ■■□□ volume ■■□□ shine ■■■■



## medium hold gel.

gives hold and definition allowing you to create any type of style. provides structure and control, body and elasticity. fast-drying and leaves no residue.

hold ■■□□ volume ■■□□ shine ■■□□



## bodifying cream.

lightweight texturizing cream that gives volume and body at the root. On lengths and ends, it provides support to enhance hair's natural movement.

hold ■■□□ volume ■■■■ shine ■□□□

# TEXTURE&SHAPE



## texturizing spritz.

lightweight bodifying spray helps Boosts volume and density from root to tip. Gives styles hold and control. Perfect for create matte finish 'beach' looks.

hold ■□□□ volume ■■■■ shine □□□□



## shaping foam.

strong hold styling mousse ideal for structured looks, to shape styles and provide maximum control during blow-drying. Helps styles last longer.

hold ■■■■ volume ■■□□ shine ■■□□



## texturizing cream.

lightweight styling water-cream adds body with a medium hold. Highly workable texture for styling individual locks to the entire head. Hair is left hydrated and flexible with a matte finish.

hold ■■□□ volume ■■■■ shine ■□□□



## glossy wax.

polishing wax with a light modeling effect can help provide flexible definition in a glossy finish.

hold ■□□□ volume ■□□□ shine ■■■■