

technical manual

milk_
shake[®]
creative

conditioning permanent colour

z:one concept™



**milk
shake**
creative

conditioning
permanent colour

SLS/SLES FREE

with milk proteins,
organic honey
and sunflower oil
and amino acid
complex

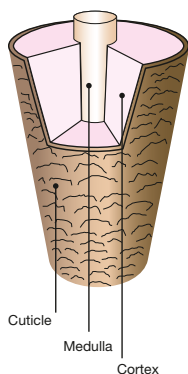
3,4 fl oz 100 ml e

WHAT IS COLOUR?

Colour is the part of light that is reflected by a surface when it is lit up. In light are present all the available colour shades that, if mixed together, will create white.

Thanks to the presence of pigments, part of this light is absorbed by an objects' surface, while the reflected part allows us to see different colour shades.

Hairdressers, by using colours, are able to modify pigments type in the hair and then modify its colour.



HAIR

Hair is fundamental element to realise the colour. Such as in the pictorial art, where a different support gives a different result (canvas, paper, wall, etc...) in our field too, a different hair will give a different final colour as a result. Two identical hair do not exist in the world; according to this rule, we can affirm that a valid formula does not exist for all customers.

The knowledge of the colour basic characteristics will allow us to understand which results we can obtain applying a colour on different hair's types.

Hair structure is composed by three quite different areas: the cuticle, the cortex, the medulla

- **The cuticle** is the most external hair part, it is composed by a lot of over-lapping scales that can open and close themselves. Its function is to protect and its thickness varies from hair to hair, modifying hair resistance to different treatments. Cuticle is colourless.
- **The cortex** is the part under the cuticle, it is composed by an array of fibers with different dimensions that, while wrapping around themselves, create the hair structure. Inside this area, we can find the hair's natural colour.
- **The hair medulla** is the inner part of the hair, this area has no importance in hair colour process.

• NATURAL HAIR COLOUR

Natural hair colour (MELANIN) is produced at the level bulb by melanocytes. It is composed of three pigment types:

EUMELANIN – mainly present in dark and cold colours

PHEOMELANIN – mainly present in light and warm colours

TRICHOSIDERIN – – mainly present in medium and copper colours

The mixture in a variable proportion of this three melanin types and their concentration in the hair cortex give all the shades to natural colours.

THE COLOUR PASSWORD – technical diagnosis

As we previously said the colour's result changes according to hair types where we apply it. In order to obtain the desired result and satisfy customer's expectations, it is necessary to know some fundamental rules.

• **FIVE ESSENTIAL POINTS**

Before making a colour service, it is always necessary to make a technical diagnosis, considering the following points:

1) DETERMINE THE HAIR COLOUR

It is necessary to determine the basic natural colour and the possible presence of a different colour on lengths and ends due to previous chemical services, such as lightening, permanent waving, straightening or natural lightening caused by the sun, in order to be able to choose the most suitable **z.one color** or the **z.one H₂O₂** emulsion. Determining the right hair colour will allow us to understand what colour and what oxidizer to use. To do this operation, it is recommended to use the colour chart.

2) DETERMINE GREY HAIR PERCENTAGE

This operation is carried out in different hair areas, because the grey hair distribution is not always homogenous. To determine the right percentage of grey hair will be essential for the colour's choice to use: the higher the percentage of grey hair there is, the clearer the colour will be.

3) DETERMINE THE STRUCTURE TYPE OF HAIR

Different factors characterize hair structure:

- **the dimension:** it is important to determine the dimension because the colour result varies and according to the hair dimension where it is applied. Hair can be thin, medium or thick. During the coverage phase, thick hair tends to give a lighter colour result compared with a thin one, while if we use a colour to lighten, it will tend to stay darker and give warmer tones (yellow/orange) as a final result.
- **the porosity:** it is determined by an excessive and unnatural opening of the scales that compose the hair cuticle. This phenomenon creates an unbalanced absorption of pigments that compose the colour. The more porous hair is, the more it rejects warm pigments and therefore our colour result will be colder (ash or even green) compared with the one desired.
- **the tenacity:** it is hair's capacity to resist colour penetration. The excessive closure of hair's cuticle scales creates a barrier hardly penetrable by the colour that, as a final result, will give less intense coverage and lightening effects.
- **the elasticity:** it is the property that each hair has to get longer and return to the original length. If hair keeps this capacity, it means that its structure is in good condition. If hair does not keep this capacity, the hair structure is compromised and this makes it difficult for the right pigments development inside hair; colours result weak or with poor stability and duration in time.

- **the density:** it is the hair quantity present on the scalp. Determining this factor will tell us the right product amount and its correct application (the higher the density, the thinner must be the separations).

4) DETERMINE THE DESIRED COLOUR

This evaluation shall be made with the customer. It will be essential, consulting the colour chart, to determine the level and tone of the desired colour. Verify the possibility to realize it, taking into consideration hair characteristics.

5) THE STRENGTH OF THE OXIDANT

milk_shake® creative permanent color oxidants are 4:

- **milk_shake® oxidizing emulsion 10 vol** 3%

it is the most suitable oxidant when we want to give the highest pigment deposit in hair. It allows to create some lightening, up to a maximum of one level.

- **milk_shake® oxidizing emulsion 20 vol** 6%

it is the most suitable oxidant for grey hair coverage. It allows to create some lightening, from one to two levels.

- **milk_shake® oxidizing emulsion 30 vol** 9%

it is the oxidant that allows to create lightening from two to three levels.

- **milk_shake® oxidizing emulsion 40 vol** 12%

it is the oxidant that allows to create lightening of three levels. It is always to be used combined with the “high lift” series for lightenings up to 4 levels.

milk_shake® creative permanent colour is based on the essential principles of the colorimetry. The colorimetry is a set of rules that allows to realise, with a high precision, all colours.

COLORIMETRY RULES

The colorimetry teaches us that three colours called “primary colours” create all colours. Primary colours can be divided into cold and warm tones, and by mixing these three colours, it is possible to create all the others.

BLUE

The darker primary colour.

It absorbs the most part of the light. Cold primary colour. It dominates red and yellow.

RED

The most brilliant primary colour.

It absorbs as much light as it reflects it. Warm primary colour.

YELLOW

The lightest primary colour.

It reflects the most part of the light. Warm primary colour.

THE MIXING OF TWO PRIMARY COLOURS CREATES A SECONDARY COLOUR.

EXAMPLE 1

Adding red colour with blue colour, we obtain purple.



EXAMPLE 2

Adding blue colour with yellow colour, we obtain green.

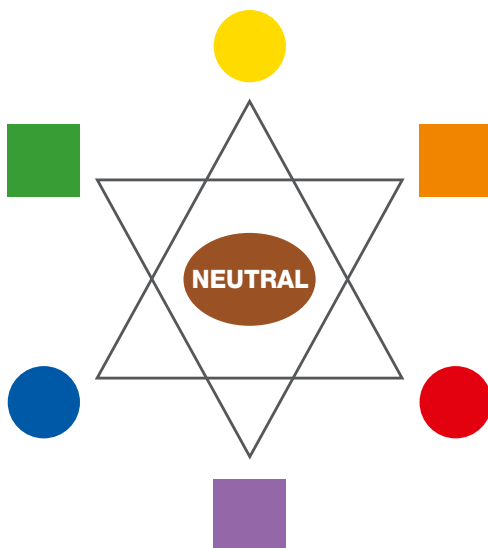


EXAMPLE 3

Adding yellow colour with red colour, we obtain orange.



OSWALD STAR



A colorimetry rule tells us that if we mix two colours that are at the opposite corner points of the star, we obtain a neutral or brown colour (natural colour).

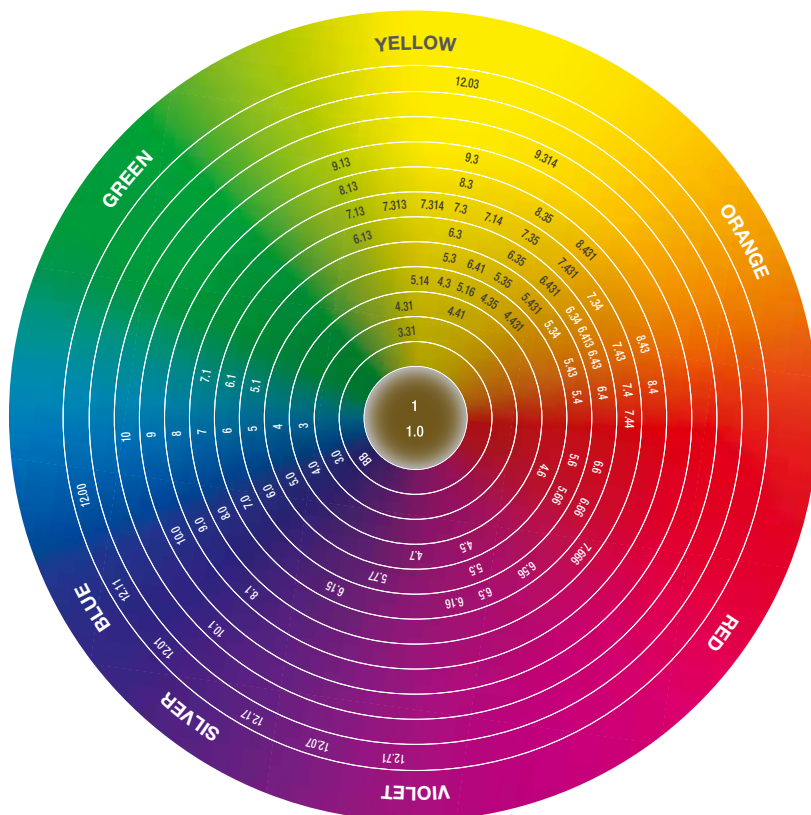
PURPLE NEUTRALISES **YELLOW**

GREEN NEUTRALISES **RED**

BLUE NEUTRALISES **ORANGE**

Neutralisation principles are very important, both during the colour basic formulation and in corrective work situations. For example, if the applied colour resulted too warm (for example an excess of copper tone) we should add a colour with a blue base to neutralize excess warm tones. When hair has too cold tones (for example an excess of green colour) we will have to add warm tones (red) to obtain a neutral tone.

THE NEWTON DISC allows us to understand which kind of pigment is present in each **milk_shake®** creative permanent color nuance in order to choose the right colour to obtain the desired result.



TONAL SERIES

• GREY HAIR COVERAGE

The main goal for customers to colour their hair is to cover grey hair. In **milk_shake®** creative permanent color range there are different tone families that allow grey hair coverage.

NATURALS – They are colours that allow us to cover perfectly grey hair giving delicate cold tones, they are colours balanced on a grey hair quantity of 50%, which means that if there is a higher grey hair presence you should use a darker level nuance compared to the desired colour. (i.e.: desired level 6, grey hair 80%, colour to apply 5).

MORE NATURALS – They are colours that allow us to cover perfectly grey hair keeping a neutral tone, they are colour balanced on a grey hair quantity of 100%, and this means that also in particularly high grey hair quantity it is possible to achieve a faithful result compared to the one in the colours chart

CHOCOLATES – They are colours that, as naturals, belong to the brown family, and therefore they can cover optimally grey hair too, but together with a higher colour intensity, that is created by using, in a balanced way, warm and cold highlights

COFFEES – They are colours that, as naturals, belong to the brown family, they can cover optimally grey hair, they are similar to chocolate tones, but with a light prevalence of warm tones.

• FANTASY NUANCES

To these colour series dedicated to grey hair coverage it is possible to mix all the nuances present on the colour chart, in order to create any type of result. Fantasy nuances can be used alone or, if there is the presence of grey hair above 30%, mixed with natural series.

EXOTICS – It is a brown colour series characterized by a perfect balance of golden-copper tones; the result are natural and warm tones.

SENSUAL WARMS – Characterized by a particular mixing of warm and cold tones, the result are refined, rich, deep and vibrant tones.

BEIGE – Characterized by an ash and gold mixed tones, they create balanced lightening that satisfy those who want cold tones, while maintaining the typical brightness of gold tones; their use is ideal to characterize every level of blond.

ASH – Characterized by cold blue and violet tones. Recommended in order to strongly neutralize the undesired warm tones, from gold to red and to create cold effects.

PURE GOLD – Characterized by strong gold tones. Their use is recommended to create results with gold and intense tones and to neutralize undesired cold tones.

COPPER – Characterized by intense copper tones, the colours are extremely brilliant . They are recommended for pre-pigmentation services or to control cold tones.

MAHOGANY – Characterized by delicate red-violet tones. Added in small amounts to red nuances, they will enhance intensities.

RED – Characterized by intense red tones, to create bright and vibrant colours.

VIOLET – Characterized by the presence of strong violet tones.

SPECIALS – They do not have a level, but a well-defined tone. This characteristic will influence the result during the intensifying or neutralizing action of the colour, without modifying the final level.

BLUE BLACK – A deep black nuance with blue pigments that guarantees a perfect and total grey hair coverage, with a blue tone.

HIGH LIFTS– Characterized by a higher lightening power if compared to other series. Its use is recommended on natural base level, with level 5 or a lighter one.

CLEAR – A neutral formulation to mix to different nuances to increase the lightening or to use as neutral lightening mixed with oxidants.



MISCELANEOUS

milk_shake® creative permanent color has always to be prepared by mixing it with **milk_shake**® oxidizing emulsion with the following proportions:

TONAL SERIES: 1 part of colour + 1,5 parts of oxidizing emulsion

HIGH LIFTS and CLEAR: 1 part of colour + 2 parts of oxidizing emulsion.

PROCESSING TIME

Processing time is determined by the oxidant type used in the dilution of the colour.

milk_shake ® oxidizing emulsion	10 vol 3%	30 minutes*
milk_shake ® oxidizing emulsion	20 vol 6%	35 minutes*
milk_shake ® oxidizing emulsion	30 vol 9%	40 minutes*
milk_shake ® oxidizing emulsion	40 vol 12%	45 minutes*

*to increase the coverage power or the highlight intensity leave in 5 minutes more.

Note: it is essential to respect processing time in order to obtain a correct colour and optimise its stability and long-term duration.

TYPE OF SERVICE

• FIRST APPLICATION ON NATURAL HAIR

Depositing colour to darken or to maintain the level: apply the colour mixture on roots, lengths and ends, leave in 30 minutes.

Lightening colour: apply the mixture 2 cm from the roots up to the ends, leave in 15 minutes. Remove the colour from hair, prepare again the same mixture and apply it on roots, lengths and ends. Leave in another 40 minutes. For the lengths application, it is recommended to use a higher oxidizing power than the one used on the roots, in order to obtain a higher colour intensity and brightness.

• REPEAT APPLICATION

Retouch colour: apply part of the mixture only on the natural re-growth and leave in 25/20 minutes. Then, in order to refresh the colour, distribute the remaining mixture on lengths and ends and leave in another 5/10 minutes.

Coloring with “high lifts”: apply the mixture 2 cm from the roots to the ends, leave on 20 minutes. Prepare the same mixture and apply it on roots. Leave on 45-60 minutes.

Retouch with “high lifts”: apply the mixture only on the natural re-growth and leave on 45-60 minutes. To refresh the color on lengths and ends apply a **milk_shake® direct color** or milk shake smoothies and leave on 5-10 minutes

COLOUR CORRECTION

Corrective operation in colour application on very porous hair.

It is necessary to take into account the following principle:

the more porous hair is, the more it rejects the warm pigment and absorbs easily the cold pigment. If you use a colour on hair with extremely porous lengths and ends, they will tend to become duller, and, in case of high porosity, also darker. To avoid this undesired effect, it is necessary to create a new formula for lengths and ends, using a warmer colour.

To correct highlights on light levels, from 7 to 11, it is recommended to use a golden and intense colour that will give a sufficient warm tone. To correct highlights on medium levels, from 4 to 6, it is recommended to add to the formula colours from Golden Copper series.

WARM TONES CORRECTION DURING LIGHTENING

In lightening colour processes, it is recommended to use the Ash Series if we do not desire to obtain too warm or golden lightenings.

On big or thick hair, even if an Ash series nuance is used, colour could result in any case too warm, because of the underlying natural pigmentation; it is recommended to use Specials in these cases.

REPIGMENTATION

There are two cases where it is recommended to do a repigmentation before applying a colour:

- 1) if the colour has not an optimal maintenance over time.
 - 2) if you decide to darken more than two levels, of previously bleached hair.
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REPIGMENTATION TABLE

DESIRED COLOUR	RE-PIGMENTATION COLOUR
from 1 to 4	5,4
5	6,43
6	7,43
7	8,3
8	9,3

Once you identify the most suitable **milk_shake**® creative permanent color nuance to use in order to do the repigmentation on the table, prepare it by mixing it with **milk_shake**® oxidizing emulsion 10 vol. and apply it on the hair we want to colour.

Leave in 25 minutes then rinse the colour and dry the hair.

In case of extremely porous hair, you can use the absorbent paper and do not rinse the repigmentation formula.

Prepare the desired **milk_shake**® creative permanent color nuance, by mixing with **milk_shake**® oxidizing emulsion 10 vol. and apply it on the hair we want to colour.

NOTE: The nuances indicated on the reference repigmentation table can lightly change, according to hair porosity. In case of particularly unstructured hair, it is recommended to do a reconstruction service before applying the colour.

RINSING

At the end of the processing time add a small amount of lukewarm water and massage the color for about 2 minutes, then rinse out thoroughly and apply **milk_shake**® color specifics acid color sealer, over the whole hair. Massage 2 minutes without rinsing and apply **milk_shake**® color sealing shampoo. Afterwards massage **milk_shake**® color sealing conditioner for 2 minutes, rinse and style as desired.

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