



**milk**  
**shake**<sup>®</sup>

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CONDITIONING  
**DIRECT COLOUR**

**z.one** concept<sup>™</sup>

# INNOVATIVE, SIMPLE AND DELICATE COSMETIC COLOR

Contains a conditioning base of milk proteins, Shea butter and Argan oil. It is enriched with the exclusive antioxidant complex Integrity 41\*, which guarantees a better longer lasting color and leaves hair shiny, conditioned and rich in radiant color. This product is ideal to give highlights to natural and/or colored hair, to cover the appearance of gray hair, to tone after lighteners or partial highlights, and to intensify the tone after oxidizing colors.

## COLOR SELECTION

- Determine the natural and/or colored level of hair.
- Analyze the porosity of hair.
- Determine the desired result and choose the most suitable shade or mix of shades.

## APPLICATION

- Cleanse the hair with a specific shampoo. Eliminate excess water with a towel.
- In a non-metallic bowl, dose the necessary amount of the selected shade/s. Wear protective gloves. Distribute uniformly over hair with the aid of a brush and a comb.
- Leave on for 5 to 30 minutes depending on hair porosity. Check the level of desired color.
- Add a little water, then emulsify and lather.
- Rinse with lukewarm water. On more intense and/or dark shades, it is advised to proceed with a light shampoo.

## ADDITIONAL DETAILS

- In presence of grey hair, the degree of masking as well as the intensity of the tone will depend on the porosity of hair. It is advised to perform a strand test to verify the result.
- In presence of very porous hair, dilute the shades of your choice with the Clear Direct color to control color intensity.
- CLEAR is versatile and multifunctional and is the only non-pigmented product that has the same conditioning formula. It is advised to mix it with other shades to diminish their intensity, or by itself as a long-lasting shining treatment to add maximum shine, body and resilience to hair.

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CLEAR



SILVER



POWDER



BEIGE BLOND



GOLDEN BLOND



YELLOW



COPPER



LIGHT RED



DEEP RED



EGGPLANT



FUCHSIA



PINK



VIOLET



LILAC



BLUE



PETROL GREEN



GREY



COLD BROWN



WARM BROWN



BROWN



BASE COLOR	BLACK/ BROWN	DARK BROWN	BROWN	LIGHT BROWN	DARK BLOND	BLOND	LIGHT BLOND	VERY LIGHT BLOND	PLATINUM/ GREY HAIR
BROWN	n.r.	n.r.	intense result	intense result	medium result	medium result	light result	not recommended	not recommended
BEIGE BLOND	n.r.	n.r.	n.r.	n.r.	n.r.	light result	light result	medium result	medium result
GOLDEN BLOND	n.r.	n.r.	n.r.	n.r.	light result	medium result	intense result	intense result	intense result
COPPER	n.r.	n.r.	light result	light result	medium result	intense result	intense result	intense result	intense result
LIGHT RED	n.r.	n.r.	light result	light result	medium result	medium result	intense result	intense result	intense result
DEEP RED	n.r.	light result	medium result	medium result	medium result	intense result	intense result	intense result	intense result
FUCHSIA	n.r.	n.r.	n.r.	light result	light result	medium result	intense result	intense result	intense result
VIOLET	n.r.	n.r.	n.r.	n.r.	light result	medium result	medium result	intense result	intense result
EGGPLANT	n.r.	very light result	light result	light result	medium result	medium result	intense result	intense result	intense result
SILVER	n.r.	n.r.	n.r.	n.r.	n.r.	medium result	medium result	intense result	intense result
POWDER	n.r.	n.r.	n.r.	n.r.	n.r.	light result	medium result	intense result	intense result
CLEAR	shining	shining	shining	shining	shining	shining	shining	shining	shining
PETROL GREEN	n.r.	n.r.	n.r.	n.r.	medium result	intense result	intense result	intense result	intense result
BLUE	n.r.	n.r.	n.r.	n.r.	light result	medium result	intense result	intense result	intense result
GREY	n.r.	n.r.	light result	medium result	medium result	intense result	intense result	intense result	intense result
YELLOW	n.r.	n.r.	n.r.	n.r.	light result	medium result	intense result	intense result	intense result
LILAC	n.r.	n.r.	n.r.	n.r.	n.r.	light result	light result	medium result	medium result
PINK	n.r.	n.r.	n.r.	n.r.	light result	medium result	medium result	intense result	intense result
WARM BROWN	n.r.	n.r.	intense result	intense result	medium result	medium result	light result	not recommended	not recommended
COLD BROWN	n.r.	light result	intense result	intense result	medium result	medium result	not recommended	not recommended	not recommended

N.R.: no results

# DIRECT COLOR COCKTAILS

## CONDITIONING DIRECT COLOR

WITH FRUIT AND CHOCOLATE  
FRAGRANCE

GIVES BRIGHTNESS TO COLOR  
AND SOFTNESS TO HAIR

Apply after cleansing and nourishing the hair. Decorate a martini-style glass with approx. 3-5 ml of the chosen **milk\_shake® Direct Color** shade. Fill the glass with (approx. 5 g of) **milk\_shake® Whipped Cream**. Add more Direct Color into the glass for a total of approx. 15 ml of color per treatment. Stir, mixing the Direct Color with the whipped cream evenly. Apply to clean, damp hair by hand with delicate and pleasant motions. Leave in for 10 minutes, rinse well and proceed with the most suitable **milk\_shake® leave-in treatment** and **styling** products for the blow dry.

**Note:** all of the **milk\_shake®** Direct Color nuances can be used for this treatment, however the most suitable shades are: brown, silver, beige blond, golden blond, copper, light red, deep red, powder and eggplant. In a case of previously lightened or white hair, reduce setting time.

YOUR HAIR, DELICIOUSLY  
HEALTHY AND BEAUTIFUL



