

milk_shake[®] PRO

MAGAZINE

04 | JULY - AUGUST 24

NEW!
Aerosols are
happening!

**COOL
BLONDES**
are HOT for
summer

**AWARD
WINNING**
milk_shake[®]
insta.lotion!

Our **BIGGEST**
liter sale
of the year!





milk_shake[®] O.P.P.

online university

Learn on YOUR time!

Our **on-demand learning platform** puts **milk_shake** education at your fingertips—24/7.

Access the courses needed to take your skills to the next level, anytime.



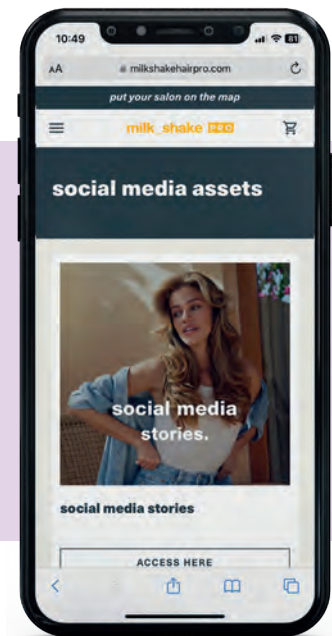
- / complete cut & color courses
- / on-demand video format
- / FREE intro to color classes

DIGITAL SALON support

Did you know that our website offers 24/7 salon support? From in-depth product knowledge pages to free support materials that **you can download and use right in your salon**—milkshakehairpro.com is a one-stop shop to grow your business!



DOWNLOAD NOW



CONNECT WITH US

Visit us online!

milkshakehairpro.com



milkshakehairpro



milkshakehairpro



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



IN-SALON SERVICE + AWARD-WINNING RETAIL

It's an insta.boost
for your salon business!

This in-salon service + built-in retail
opportunity is the perfect add-on
to any guest service.



insta.light retail
+ FREE gifts

\$80.10

salon value \$92.00

SAVE
\$11.90

4 insta.lotion 8.4 oz
2 insta.light shampoo 10.1 oz

FREE products

1 bucket hat
1 heat resistant bag
1 shelf talker



insta.light service
+ FREE gifts

\$133.60

salon value \$167.00

SAVE
\$33.40

1 insta.light shampoo 33.4 oz
1 insta.lotion 16.8 oz
1 insta.light potion 10.1 oz
1 lifestyling thermo protector 6.8 oz
4 insta.lotion 8.4 oz

FREE products

2 bucket hat
2 heat resistant bag
1 shelf talker



milk_shake®

Director of Education
Gerard Caruso gives
his feedback on
**these three new
stylers.**

flexible hairspray

“This is a great working spray to use for blow out or upstyling. Provides great texture and movement without a sticky feel. Works well with heated tools and is very pliable. AND it controls flyways!”

extra strong hairspray

“Locks in style, giving long lasting hold, while remaining brushable. This spray works well when using a flat or curling Iron without any leaving residue and is perfect for your final finish.”

volumizing mousse

“Works well on all textures. Gives a fuller look to fine hair, great curl definition and provides body and texture. I loved how it worked when scrunched into the hair!”

volumizing mousse + flexible hairspray

“I loved layering the flexible hairspray and volumizing mousse together. It creates awesome volume and hold that’s soft to the touch.”



JULY PROMOTIONS

These two powerful new stylers will replace our medium hold hairspray & shaping foam.



FLEXIBLE HOLD HAIRSPRAY

- / medium hold working spray
- / seals in moisture
- / contains Pro Vitamin B5
- / anti-frizz
- / anti-static
- / protects from heat damage



VOLUMIZING MOUSSE

- / medium-to-strong hold foam
- / provides body & volume
- / retains curls
- / hydrates hair
- / non-sticky formula

INTRODUCING OUR BRAND NEW AEROSOL FORMULAS!

Flexible Hold Hairspray + FREE Volumizing Mousse

SAVE \$12.00

\$39.00

Salon Value \$51.00

3 lifestyling flexible hold hairspray 8 oz

FREE product

1 lifestyle volumizing mousse 6.4 oz

NEW Volumizing Mousse + FREE Flexible Hold Hairspray

SAVE \$13.00

\$36.00

Salon Value \$49.00

3 lifestyle volumizing mousse 6.4 oz

FREE product

1 lifestyling flexible hold hairspray 8 oz

AUGUST PROMOTIONS



NEW volumizing mousse +
FREE extra strong hairspray
\$36.00

salon value \$49.00

3 lifestyling volumizing mousse 6.4 oz

FREE product

1 lifestyling extra strong hairspray 8 oz

SAVE
\$13.00



NEW extra strong hairspray
+ FREE volumizing mousse
\$39.00

salon value \$51.00

3 lifestyling extra strong hairspray 8 oz

FREE product

1 lifestyling volumizing mousse 6.4 oz

SAVE
\$12.00



NEW lifestyling aerosols
\$75.00

salon value \$114.00

3 lifestyling volumizing mousse 6.4 oz

3 lifestyling extra strong hairspray 8 oz

FREE products

3 lifestyling flexible hold hairspray 8 oz

SAVE
\$39.00



GOOD THINGS...



PRO TIP!

Minis are a great, low-commitment way to introduce guests to their new favorite products!

milk_shake® mini TRIO #1

\$12.25

salon value \$18.60

- 1 color maintainer shampoo 1.7 oz
- 1 color maintainer conditioner 1.7 oz
- 1 leave in conditioner 2.5 oz
- 1 mini clear bag



milk_shake® mini TRIO #2

\$12.25

salon value \$18.60

- 1 color maintainer shampoo flower fragrance 1.7 oz
- 1 color maintainer conditioner flower fragrance 1.7 oz
- 1 leave-in conditioner flower fragrance 2.5 oz
- 1 mini clear bag



milk_shake® mini TRIO #3

\$13.25

salon value \$19.70

- 1 icy blonde shampoo 1.7 oz
- 1 icy blonde conditioner 1.7 oz
- 1 incredible milk 1.7 oz
- 1 mini clear bag



...COME IN ALL SIZES!

PRO TIP!

Put your backbar to WORK! Using a shampoo & conditioner duo that you think your guest will love at the backbar can open the retail conversation, naturally. The smells alone will do most of the selling for you!

\$17.88 / Salon Value \$27.50

- color maintainer shampoo 33.8 oz
- color maintainer conditioner 33.8 oz
- color maintainer shampoo flower fragrance 33.8 oz
- color maintainer conditioner flower fragrance 33.8 oz
- leave-in conditioner 33.8 oz
- curl passion shampoo 33.8 oz

LITER DEAL

SAVE 35%

\$18.53 / Salon Value \$28.50

- silver shampoo 33.8 oz
- silver shine light shampoo 33.8 oz
- integrity nourishing shampoo 33.8 oz
- integrity nourishing conditioner 33.8 oz
- moisture plus shampoo 33.8 oz
- cold brunette shampoo 33.8 oz

\$21.45 / Salon Value \$33.00

- moisture plus conditioner 33.8 oz
- silver shine conditioner 33.8 oz
- cold brunette conditioner 33.8 oz
- curl passion conditioner 33.8 oz





IT'S ALL ABOUT THE LIFT...

light catcher spotlight stylist deal

\$67.50

salon value \$120.50

SAVE
\$53.00

- 1 light catcher spotlight level 9 17.64 oz
- 1 light catcher spotlight level 8 17.64 oz
- 1 creative oxidizing emulsion 20 vol 32.1 oz

FREE products

- 1 light catcher spotlight black 8.82 oz
- 1 silver shine shampoo 10.1 oz
- 1 silver shine light shampoo 10.1 oz
- 1 light catcher spotlight tech book



light catcher spotlight salon deal

\$201.00

salon value \$417.50

SAVE
\$216.50

- 2 light catcher spotlight level 9 17.64 oz
- 2 light catcher spotlight level 8 17.64 oz
- 1 light catcher spotlight level 7 14.11 oz
- 6 creative oxidizing emulsion 20 vol 32.1 oz

FREE products

- 3 light catcher spotlight black 8.82 oz
- 3 silver shine shampoo 10.1 oz
- 3 silver shine light shampoo 10.1 oz
- 1 silver shine shampoo 33.8 oz
- 1 silver shine light shampoo 33.8 oz
- 1 light catcher spotlight tech book





Available August

toning sprays

\$67.50

salon value \$90.00

SAVE
\$22.50

- 3 silver shine toning spray 3.4 oz
- 3 icy blond toning spray 3.4 oz
- 3 cold brunette toning spray 3.4 oz

FREE products

- 1 silver shine toning spray 3.4 oz
- 1 icy blond toning spray 3.4 oz
- 1 cold brunette toning spray 3.4 oz
- 1 toning sprays brochure
- 1 toning sprays desk expo



...& TONE

These brass-busting sprays are the **HOTTEST** products for keeping your blondes (& brunettes!) cool. Stock up before they sell out—again!

toning sprays FREE

\$243.00

salon value \$310.50

SAVE
\$67.50

- 3 silver shine shampoo 10.1 oz
- 3 silver shine conditioner 8.4 oz
- 3 icy blond shampoo 10.1 oz
- 3 icy blond conditioner 8.4 oz
- 3 cold brunette shampoo 10.1 oz
- 3 cold brunette conditioner 8.4 oz

FREE products

- 3 silver shine toning spray 3.4 oz
- 3 icy blond toning spray 3.4 oz
- 3 cold brunette toning spray 3.4 oz
- 1 toning sprays easel card
- 1 toning sprays promo shelf talker
- 1 toning sprays brochure



SUMMER CARE & STYLING

Keep your guests looking hot & feeling cool, **all summer long!**



\$10.40

salon value \$13.00
lifestyling thermo protector 6.8 oz

SAVE
20%



\$9.60

salon value \$12.00
lifestyling dry shampoo 225 ml / 4.75 oz

SAVE
20%



\$15.75

salon value \$21.00
integrity incredible oil 50 ml / 1.7 oz

SAVE
25%

10 | milk_shake® MAGAZINE

SUN & MORE

while supplies last



\$6.60

salon value \$11.00
sun&more crackling mousse 5.1 oz
sun&more all over shampoo 8.4 oz

SAVE
40%



\$7.80

salon value \$13.00
sun&more incredible milk 5.1 oz



smoothies & the gloss

There are no bad choices when it comes to these two **semi/demi SUPERSTARS!**

GREY COVERAGE

This is where smoothies really shines. While the gloss provides exceptional toning results, smoothies' semi-permanent formula creates a beautiful blend. It subtly masks those first few greys without a hard line of demarcation (providing coverage up to 75%).

TRANSLUCENCY

the gloss gives spectacular shine through a translucent color effect. This makes it the perfect choice for toning blondes or adding brilliance to brunettes and redheads. Choosing smoothies will give you more depth and coverage, with an extraordinary sheen.

HAIR HEALTH

Both smoothies & the gloss are designed to leave hair in the best possible condition. Through ammonia-free formulas packed with beneficial, naturally-derived ingredients, both of these color lines are going to leave hair looking and feeling better than ever. Which one you reach for depends on your desired depth of coverage.



smoothies + the gloss

\$49.80

salon value \$78.80

SAVE
\$37.70

6 smoothies semi-permanent colour 3.4 oz

FREE

1 smoothies activating emulsion 32.1 oz

3 the gloss demi-permanent colour 2.03 oz *

1 the gloss acidic colour activator 33.5 oz

1 smoothies brochure

1 the gloss brochure

*designated shades

Option 1 - 9.17, 9.07, 10

Option 2 - 8, 10.117, 9



smoothies + Free Large swatch chart

\$99.60

salon value \$75.00

SAVE
\$75.00

12 smoothies semi-permanent colour 3.4 oz

FREE

1 large smoothies swatch chart*

*limit 1 per customer



EDUCATION

ACADEMY EVENTS

MONDAY
JULY

15

milk_shake BY THE ART OF CUTTING (FUNDAMENTALS)

10:00 AM – 5:00 PM EST

CLASS TYPE: Hands-on Class.

CLASS DESCRIPTION: Learn the 3 key elements behind milk_shake pro's philosophy to hair cutting: natural, fundamental, and instrumental. During this hands-on class, you will be empowered to push your creativity to the limit with several techniques, while gaining the ability to personalize results for each of your salon guests.

INVESTMENT: \$175.00 or 175 Reward Points.

INCLUDES: Light Refreshments, Snacks, Lunch, Mannequin, Swag Bag.

TOOLS NEEDED: Working Kit, Spray Bottle, Cutting Shears, Texturizing Shears, Razor, Tail Combs, Cutting Combs, Wide Tooth Combs, Styling Brushes (Round, Flat, Vent), Sectioning Clips, Small Elastic/Rubber Bands, Cutting Apron, Blow Dryer, Curling Iron/Wand, Flat Iron, Notebook, Pen.

LIMITED SEATING: 16

milk_shake BY 911 COLOR CORRECTION

10:00 AM - 5:00 PM EST

CLASS TYPE: Color Hands-on Class

CLASS DESCRIPTION: Help! Help! During this workshop, we will help you learn how to navigate and find solutions for ALL of your color correction needs. You will be given the opportunity to overcome the challenges associated with repigmenting, decolorizing, maximizing grey coverage, and achieving hair color longevity.

INVESTMENT: \$225.00 or 225 Reward Points.

INCLUDES: Light Refreshments, Snacks, Lunch, Mannequin, Swag Bag.

TOOLS NEEDED: Working Kit, Spray Bottle, Tail Comb, Fine & Wide Tooth Combs, Styling Brushes (Round, Flat, Vent), Sectioning Clips, Blow Dryer, Color Board, Color Apron, Small Elastic/Rubber Bands, Preferred Gloves (if needed), Notebook, Pen.

LIMITED SEATING: 16

MONDAY
AUGUST

5

Please contact us for discounted hotel rates.

📍 Academy Location
26 Hanes Drive, Wayne NJ

📞 For tickets call 973 396 2654

INSTAGRAM LIVE

THURSDAY
JULY

11

DIMENSIONAL BLONDING TECHNIQUE

1:00 PM EST

Join us for this unique placement technique for creating movement and dimension in your blondes. LIVE on @milkshakehairpro.

THURSDAY
AUGUST

8

BOUNCY BLOWOUT FT. NEW AEROSOLS

1:00 PM EST

Learn how to use our new volumizing mousse, flexible hold hairspray and extra strong hold hairspray for your best blowouts ever! LIVE on @milkshakehairpro.





COLOR YOUR WORLD

Save on your favorite color lines
& accessories!

9 minutes +
FREE cape

\$105.60

salon value \$129.60

12 9 minutes quick permanent
colour 3.4 oz

FREE product

1 all purpose
technical cape

SAVE
\$24.00



creative
+ FREE cape

\$105.60

salon value \$129.60

12 creative permanent
colour 100ml / 3.4oz

FREE product

1 all purpose
technical cape

SAVE
\$24.00



colour specifics acid
colour sealer 6.8 oz

\$8.60

salon value \$11.50

SAVE
25%



colour specifics
powerful protector 8.4 oz

\$15.00

salon value \$20.00

SAVE
25%



PHOTO SHAKE UP

Can you spot all 7 differences in these two photos?



TOP TAGS

Here are a few looks that caught our eye recently. We love it when you tag us in your incredible **milk_shake®** creations. Keep up the beautiful work!



@salontsunami



@ styled.by.nicole



@stephi.spunkyhair



@styled.by.sierrac

*Followers
have more fun!*



From super useful tips & info to behind-the-scenes fun and exclusive pro-only giveaways you'll want to check it out for yourself!

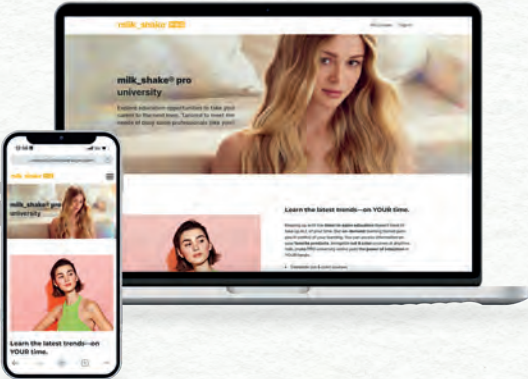
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Learn on YOUR time!
On-demand education available 24/7



- / Intro classes for **milk_shake[®]** color lines
- / Cut & color classes for the latest trends
- / New classes added often!





university.milkshakehairpro.com



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