

milk_shake[®] PRO

MAGAZINE

06 | NOVEMBER-DECEMBER 25



ALL WRAPPED UP
the perfect gift for
every hair type

EFFORTLESSLY ICY
allure's best
of beauty

**ICONIC CARE FOR
EVERYDAY HAIR**
the legendary leave-ins
you can't live without

LIGHT UP THE HOLIDAYS
from insta.light to shine staples,
luminous hair starts here

IN THIS ISSUE

- 03** icy blond's new claim to fame
allure best of beauty winner
- 04** wrapped & ready
holiday kits + ornaments minis
- 06** the gloss-ary
take a look at our milk_shake mirror moments contest winners
- 07** season of colour
vibrant. polished. lasting.
- 08** shine your way
light up the season with radiant results
- 10** leave-in magic
soft, healthy-feeling hair all season



we love seeing your work!

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

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@lightenedbyjelena

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want to put your salon on the map?

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find out more:



COOLER THAN EVER



icy blond—winner of the 2025 allure “best of beauty” award for best shampoo & conditioner

when platinum is the goal, **milk_shake icy blond shampoo & conditioner** is the hero duo every stylist needs.

packed with **ultra-dark pigments**—so rich they’re nearly black—this powerhouse pair neutralizes yellow and brassy tones instantly. at the same time, **milk proteins** nourish and condition, leaving hair soft, shiny, and healthy.

from bright blondes to natural blonde and highlighted clients, the result is always the same: cooler, brighter, more luminous color with every wash.

”

“I use this set every three weeks when my hair is looking a little bleh. it instantly brings my blonde back to life! most purple products can be drying, but this duo nourishes while it brightens.”

— hannah brower, allure magazine content marketing manager

what it is:

a deep, rich pigmented shampoo & conditioner that neutralizes yellow & brassy tones for a picturesque platinum finish. Ideal to use 1-2 times per week.



HOLIDAY KITS

give the gift of happy, healthy hair.

giftable haircare that makes the season easy for everyone. holiday kits and minis are designed to delight and add a touch of joy to every routine.



the gift of color brilliance

\$28.00 | salon value \$35.50

INVEST

colour maintainer shampoo *sulfate free*
10.1 fl.oz.
colour maintainer conditioner 10.1 fl.oz.

FREE

incredible milk 1.8 fl.oz.



the gift of color brilliance

\$28.00 | salon value \$35.50

INVEST

colour maintainer shampoo flower
10.1 fl.oz.
colour maintainer conditioner flower
10.1 fl.oz.

FREE

incredible milk flower 1.7 fl.oz.



the gift of strength & shine

\$28.00 | salon value \$35.50

INVEST

integrity & strength shampoo 10.1 fl.oz.
integrity & strength conditioner 10.1 fl.oz.

FREE

incredible milk 1.8 fl.oz.



the gift of moisture & softness

\$28.00 | salon value \$35.50

INVEST

moisture&more shampoo 10.1 fl.oz.
moisture&more conditioner 8.4 fl.oz.

FREE

incredible milk 1.8 fl.oz.



the gift of icy blond perfection

\$28.00 | salon value \$35.50

INVEST

icy blond shampoo 10.1 fl.oz.
icy blond conditioner 8.4 fl.oz.

FREE

incredible milk 1.8 fl.oz.



ornament minis

Perfectly sized to
elevate holiday kits or
offer as a thoughtful
client treat.



25% savings

- whipped cream 1.7 fl.oz. | **\$3.75**
- whipped cream flower 1.7 fl.oz. | **\$3.75**
- insta.lotion 3.4 fl.oz. | **\$6.75**
- leave in conditioner 2.5 fl.oz. | **\$4.50**
- leave in conditioner flower 2.5 fl.oz. | **\$4.50**
- dry shampoo 1.6 fl.oz. | **\$6.75**

GET THE WINNING LOOK

celebrate the creativity that defined our **milk_shake mirror moments** contest. from the winning formula to standout runner-up shades, these gloss creations showcase the artistry, technique, and shine that make **milk_shake** color unforgettable.

winner:

the look: honey brown

formula: 8.1

runner-up:

the look: take me to ibiza

formula: shadow root: 7.08
mids to ends: 10.73 - 2oz
& 10.1 - 1oz

honorable mention:

the look: volcanic veil

formula: 6.66 and 6.46



winner: honey brown

 @beautybyale_

runner-up: take me to ibiza

 @the_hair_goddess



honorable mention: volcanic veil

 @casskobeauty



VIVID. RADIANT. UNSTOPPABLE.

brilliant shine and long-lasting radiance for hair that turns heads.

up to 36%
more shine

vs leading market leading
demo-permanent glosses.



high-impact, shiny color for every tone with **the gloss**. bright blondes with luminous reflection, vibrant reds that own the spotlight, and shiny, rich brunettes with depth and dimension.

creative color delivers long-lasting coverage with conditioning agents that protect the hair structure, while gloss refines tone with its ammonia-free, acidic pH formula for enhanced shine and manageability.

together, they create limitless possibilities — radiant, shiny color, refined tone, and hair that feels as exceptional as it looks.

creative + gloss try me kit

\$176.40 | salon value \$241.20

INVEST

18 creative permanent color 3.4 fl.oz.

FREE

6 the gloss demi permanent color 2.03 fl.oz.

1 the gloss activator 6vol 33.5 fl.oz.

1 the gloss mixing chart

1 gloss applicator bottle



shine doesn't
stop here — tag
and share your
creations with us
@milkshakehairpro

SAVE
27%

YOUR SHINE ESSENTIALS

this season calls for hair that glows as bright as the celebrations.

milk_shake's shine essentials infuse strands with hydration and silky smoothness, delivering a polished, radiant finish every time. because shiny, healthy-looking hair never goes out of style.

SAVE
20%

glistening milk

4.2 fl.oz

\$12.00
salon value
\$15.00



incredible oil

1.7 fl.oz

\$14.40
salon value
\$18.00



glistening argan oil

1.7 fl.oz

\$14.40
salon value
\$18.00



SHINE ON DEMAND

light up every style with **insta.light.**

in the salon, it delivers mirror-like radiance and sleek softness in minutes. at home, retail must-haves keep the luminous finish going strong between visits. it's quick, it's effortless, and it's the ultimate way to elevate holiday hair. lasts up to 3 washes.

insta.light service

\$141.50 | salon value \$207.00

INVEST

3 insta.light shampoo 10.1 fl.oz
3 insta.lotion 8.4 fl.oz
2 thermo protector 6.8 fl.oz
1 insta.lotion 16.8 fl.oz

FREE

1 insta.light shampoo 33.8 fl.oz
1 insta.light potion 10.1 fl.oz



SAVE
31%



insta.lotion ornament
the perfect post-service client gift



LEAVE-IN LEGENDS

two iconic formulas, with legendary results.

lightweight formulas that detangle, soften, and protect for effortless, healthy-looking hair.

key benefits

- detangles instantly for easy, manageable hair
- softens and smooths without weighing hair down
- enhances shine for radiant, healthy-looking results
- protects color and maintains vibrancy
- adds moisture for silky, touchable softness
- lightweight formula suitable for all hair types



leave in conditioner 4+2

\$56.00 | salon value \$84.00

INVEST

4 leave in conditioner 11.8 fl.oz

FREE

2 leave in conditioner 11.8 fl.oz



leave in conditioner flower vibes 4+2

\$56.00 | salon value \$84.00

INVEST

4 leave in conditioner flower fragrance 11.8 fl.oz

FREE

2 leave in conditioner flower fragrance 11.8 fl.oz



leave-in ornaments:
the effortless extra for every client gift.

