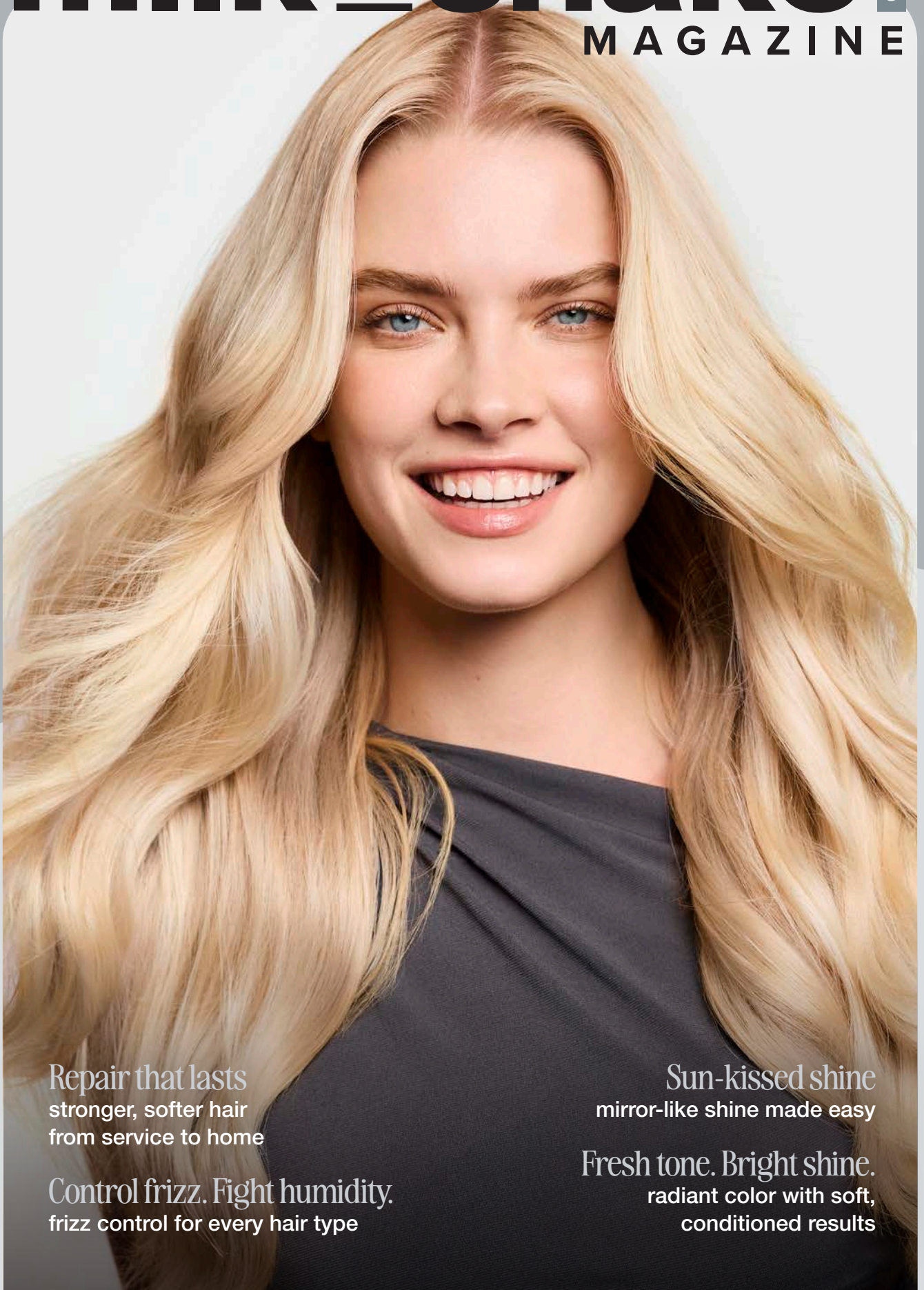


milk_shake[®] PRO

MAGAZINE



JULY - AUGUST 2026
04

Repair that lasts
stronger, softer hair
from service to home

Control frizz. Fight humidity.
frizz control for every hair type

Sun-kissed shine
mirror-like shine made easy

Fresh tone. Bright shine.
radiant color with soft,
conditioned results


In this issue

- 03** go big on best sellers professional sizes made for busy backbars
- 04** the future of repair transform damaged hair from service to home care
- 08** summer styling, sorted everything needed for smooth, polished results
- 09** humidity, handled lightweight frizz control for every hair type
- 10** shine bright all summer shine-enhancing treatments for radiant, light-reflecting results
- 12** color that feels fresh semi-permanent color with soft, radiant shine



WE LOVE SEEING YOUR WORK!

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

 @milkshakehairpro



WANT TO PUT YOUR SALON ON THE MAP?

Learn how to get your salon seen by future guests in **your area**.

find out more:



Go big on best sellers

milk_shake's most-loved shampoos and conditioners in professional sizes.

designed to keep your backbar stocked and your services running seamlessly, these nourishing formulas leave hair hydrated, healthy-feeling, and radiant.

backbar liters

\$20.15 | salon value **\$31.00**

- color maintainer shampoo sulfate free 33.8 fl.oz.
- color maintainer conditioner 33.8 fl.oz.
- color maintainer shampoo flower fragrance 33.8 fl.oz.
- color maintainer conditioner flower fragrance 33.8 fl.oz.
- no frizz allowed perfecting shampoo 33.8 fl.oz.
- no frizz allowed perfecting conditioner 33.8 fl.oz.
- leave in conditioner refill 33.8 fl.oz.
- insta.light shampoo 33.8 fl.oz.
- make my day shampoo 33.8 fl.oz.
- make my day conditioner 33.8 fl.oz.
- silver shine shampoo 33.8 fl.oz.
- light silver shine shampoo 33.8 fl.oz.
- icy blond shampoo 33.8 fl.oz.
- cold brunette shampoo 33.8 fl.oz.
- moisture&more shampoo 33.8 fl.oz.
- integrity & strength shampoo 33.8 fl.oz.
- integrity & strength conditioner 33.8 fl.oz.

\$21.45 | salon value **\$33.00**

- silver shine conditioner 33.8 fl.oz.
- icy blond conditioner 33.8 fl.oz.
- cold brunette conditioner 33.8 fl.oz.
- moisture&more conditioner 33.8 fl.oz.

*mix & match

SAVE
35%



Feel the care beyond repair.

this is the new standard for repair that strengthens, protects and elevates every strand, so hair doesn't just repair – it transforms.



Visibly stronger and healthier-looking hair, incredibly soft and easy to manage.



- Immediate and long-lasting repair
- Resistance to future damage
- More manageable hair
- Frizz reduction
- Heat protection*

*leave-in treatment only.

Feel-good hair days start here.

instantly and progressively repairs hair bonds.



conditioner

progressively repairs hair bonds for long-lasting results without weighing hair down.



SALON EXCLUSIVE

pre-shampoo

repairs, strengthens, and rebuilds the hair structure intensely in one single use.



shampoo

gently cleanses while repairing and strengthening.



mask

gives nourishment and intense radiance without weighing hair down.



leave-in treatment

provides shine, softness and protects from heat damage (up to 446°F).

A complete routine that starts in the salon and continues at home.



in-salon service that defends against breakage after color and chemical services.

72.9% rebuilt bonds after one application¹



at-home products continue the repair process, helping keep hair stronger between salon visits.

93.5% rebuilt bonds after 5 applications²

81.5% improvement in combability³

¹ instrumental ex vivo test after 1 application of **milk_shake® everlasting bonds pre-shampoo** (processing time: 10 minutes), **shampoo** and **mask** (processing time: 10 minutes). ² ex vivo instrumental test after 5 applications with **milk_shake® everlasting bonds shampoo** and **conditioner** (processing time: 10 minutes). ³ ex vivo instrumental test after 1 application with **milk_shake® everlasting bonds shampoo** and **conditioner** (processing time: 10 minutes).

everlasting bonds step-by-step in-salon treatment



Consultation

perform a thorough analysis of the client's hair and discuss needs and desired outcome.



Treat

everlasting bonds pre-shampoo: apply on damp, towel dried hair, evenly distributing product on mid-lengths and ends using a bowl and brush. gently comb through and leave on for 3-10 minutes, then rinse.



Cleanse

everlasting bonds shampoo: apply on hair and lather. rinse thoroughly. repeat if necessary.



Nourish

everlasting bonds mask: apply on towel dried hair, evenly distributing product on mid-lengths and ends. leave on for 3-10 minutes, then rinse thoroughly.



Protect

everlasting bonds leave-in treatment: apply on clean, towel dried hair, evenly distributing product on lengths and ends. proceed to style hair as desired.

everlasting bonds salon kit

\$341.50 | salon value \$479.00

INVEST

- 4 everlasting bonds shampoo 10.1 fl.oz.
- 4 everlasting bonds conditioner 8.4 fl.oz.
- 4 everlasting bonds mask 4.05 fl.oz.
- 4 everlasting bonds leave-in 3.4 fl.oz.
- 1 everlasting bonds pre-shampoo 13.5 fl.oz.

FREE PRODUCT

- 1 everlasting bonds shampoo 25.3 fl.oz.
- 1 everlasting bonds mask 13.5 fl.oz.

FREE MERCHANDISING

- 1 everlasting bonds brochure
- 1 everlasting bonds easel card
- 1 everlasting bonds retail easel card
- 1 everlasting bonds mirror cling
- 1 everlasting bonds back bar poster
- 1 everlasting bonds magnets

SAVE
\$137.50

everlasting bonds service try me kit

\$143.00 | salon value \$194.00

INVEST

- 1 everlasting bonds pre-shampoo 13.5 fl.oz.
- 1 everlasting bonds shampoo 25.3 fl.oz.
- 1 everlasting bonds mask 13.5 fl.oz.

FREE PRODUCT

- 1 everlasting bonds leave-in 3.4 fl.oz.

FREE MERCHANDISING

- 1 everlasting bonds brochure
- 1 everlasting bonds easel card
- 1 everlasting bonds mirror cling
- 1 everlasting bonds back bar poster
- 1 everlasting bonds magnets

SAVE
\$51.00

everlasting bonds retail at-home kit

\$57.00 | salon value \$76.00

INVEST:

- 1 everlasting bonds shampoo 10.1 fl.oz.
- 1 everlasting bonds conditioner 8.4 fl.oz.
- 1 everlasting bonds mask 4.05 fl.oz.

FREE PRODUCT

- 1 everlasting bonds leave-in 3.4 fl.oz.

FREE MERCHANDISING

- 1 everlasting bonds brochure
- 1 everlasting bonds retail easel card

SAVE
\$19.00



milk_shake® everlasting bonds

learn more:



Style it. Love it. Repeat it.

your go-to collection for effortless, polished styles all summer long.

a styling collection that supports every stage of the styling process. smooth, enhance shine, and help protect during heat styling for effortless, polished results all summer long. designed to work together, these formulas help deliver consistent, salon-quality results from start to finish.

shine. smoothing. protection.

everything you need for polished summer styling, in one easy routine.



SAVE
\$8.60

lifestyling trio

\$34.40 | salon value \$43.00

INVEST

- 1 lifestyling let it shine 6.8 fl.oz
- 1 lifestyling smoothing cream 5.1 fl.oz.
- 1 lifestyling thermo protector 6.8 fl.oz.



Control frizz. Fight humidity.



free gift!*

humidity doesn't stand a chance.

lightweight formulas that help control frizz and flyaways while protecting against humidity for longer-lasting, polished styles. designed to offer the right solution for every hair type, this collection helps smooth, control, and protect for polished results that last.

smooth. control. protect.

everything you need for frizz-free styling in any climate.

no frizz allowed essential trio + gift with purchase

salon value **\$138.00**

INVEST

- 3 no frizz allowed amazing anti-humidity spray 6.8 fl.oz.
- 3 no frizz allowed glistening light milk 5.1 fl.oz.
- 3 no frizz allowed glistening rich serum 3.4 fl.oz.

FREE

- 3 milk_shake mini puffer bags*
- 3 milk_shake hair brushes*



*color assortment may vary

Sun-kissed shine.

from an in-salon service to at-home care, **insta.light** offers flexible options to enhance shine in-salon and maintain results at home.



Mirror-like shine.

a simple 4-step in-salon service designed to deliver intense, light-reflecting shine while improving the overall look and feel of the hair.

- delivers extreme shine with a smooth, polished finish
- helps hydrate while making hair appear fuller
- leaves hair softer, more manageable, and easier to detangle
- ideal as a stand-alone or add-on service

In-salon service steps:

Cleanse

1

with **insta.light shampoo** to prep the hair

Treat

2

with **insta.lotion liquid hair mask** for hydration and smoothness

Seal

3

with **insta.potion leave-in treatment** to enhance shine

Protect

4

and finish with **lifestyling thermo-protector**

insta.light salon kit

\$160.00 | salon value \$220.00

INVEST

3 insta.light shampoo 10.1 fl.oz.
3 insta.lotion 8.4 fl.oz.
3 lifestyling thermo protector 6.8 fl.oz.
1 insta.light potion 10.1 fl.oz.

FREE

1 insta.light shampoo 33.8 fl.oz.
1 insta.lotion 16.9 fl.oz.

SAVE
\$60.00

insta.light service kit

\$50.40 | salon value \$72.00

SAVE
\$21.60

1 insta.light shampoo 10.1 fl.oz.
1 insta.lotion 8.4 fl.oz.
1 lifestyling thermo protector 6.8 fl.oz.
1 insta.light potion 10.1 fl.oz.

insta.light minis duo

\$10.88 | salon value \$14.50

SAVE
\$3.63

1 insta.light shampoo 1.7 fl.oz.
1 insta.lotion 3.4 fl.oz.

Fresh tone. Bright shine.

a delicate semi-permanent color that delivers brilliance, vitality, and beautifully conditioned hair. perfect for creating glossy, refreshed color with soft, radiant results.

from toning and tone-on-tone services to first-time color, grey blending, and color refresh, this versatile formula makes it easy to customize every client experience.

refresh. tone. enhance.

brilliant color. soft shine. beautifully conditioned hair.



SAVE
\$59.30

smoothies 12 + 6

\$99.60 | salon value \$158.90

INVEST

12 smoothies semi-permanent color 3.4 fl.oz.*

FREE

6 smoothies semi-permanent color 3.4 fl.oz.*
1 activating emulsion



milk
shake[®]
smoothies
conditioning
semi-permanent colour
AMMONIA FREE
with milk proteins,
organic honey
and sunflower oil
and amino acid
complex

3.4 fl oz 100 ml e

*mix and match

1 PER ORDER

CARE THAT GOES THE DISTANCE

Keep the backbar stocked with **DEPOT**[®] liter shampoos and conditioner designed to cleanse, refresh, hydrate, and condition hair and scalp.

DEPOT LITER DEAL \$19.25 | *Value \$27.50*

NO. 101 NORMALIZING DAILY SHAMPOO 1000ML
NO. 103 HYDRATING SHAMPOO 1000ML

DEPOT LITER DEAL \$21.00 | *Value \$30.00*

NO. 105 INVIGORATING SHAMPOO 1000ML
NO. 201 REFRESHING CONDITIONER 1000ML



SAVE
30%



TEXTURE. CONTROL. FINISH.

Create effortless looks with **DEPOT**® styling favorites designed for texture, definition, hold, and shine. From matte finishes to flexible styling control, these grooming essentials help deliver polished results for every style.

DEPOT STYLING \$9.75 | *value \$13.00*

- NO. 301 MATTE PASTE 75ML
- NO. 302 CLAY POMADE 75ML
- NO. 303 MODELLING WAX 100ML
- NO. 307 BLACK GEL 125ML
- NO. 308 VOLUME CREATOR 100ML
- NO. 309 TEXTURIZING DUST 7G
- NO. 310 CURL DESIGNER 150ML
- NO. 314 SHINY HAIR WAX 75ML



DEPOT®

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THE MAGAZINE

GO BIG ON CLEANSING & CARE
Cleansing and conditioning
in liter sizes.

CREATE ANY LOOK WITH DEPOT
Texture, shine, hold, and
definition.

