

milk_shake[®]

PRO
MAGAZINE

SEPTEMBER – OCTOBER 2026

05

fresh tones. rich dimension.
meet the new moka shades

colour with confidence.
stronger, healthier-looking hair
with every service

restore from root to end.
scalp wellness and strengthening
care in every routine

holiday starts here.
gift-ready collections designed
to drive retail sales.

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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:



customer favorites. salon staples.

support every client with the essentials they need to maintain healthy, beautiful hair between salon visits.

this curated collection brings together **milk_shake®** favorites that make retail recommendations simple while helping clients achieve professional results at home by delivering:

- ♥ **healthy-looking shine**
- ♥ **lasting hydration**
- ♥ **vibrant colour care**
- ♥ **lightweight nourishment**
- ♥ **softness and manageability**

milk_shake best sellers

\$87.00 | salon value \$145.00

- INVEST**
- 1 color maintainer shampoo sulfate free 10.1 fl.oz.
 - 1 color maintainer conditioner 10.1 fl.oz.
 - 1 leave in conditioner 11.8 fl.oz.
 - 1 whipped cream 6.8 fl.oz.
 - 1 incredible milk 5.1 fl.oz.
 - 1 incredible oil 1.7 fl.oz.
 - 1 moisture & more shampoo 10.1 fl.oz.
 - 1 moisture & more conditioner 8.4 fl.oz.
 - 1 icy blond shampoo 10.1 fl.oz.
 - 1 icy blond conditioner 8.4 fl.oz.



SAVE 40%

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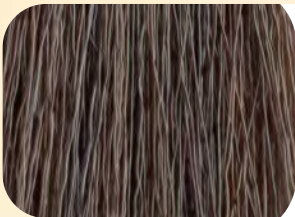
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@milkshakehairpro

customer service
855 677 9663

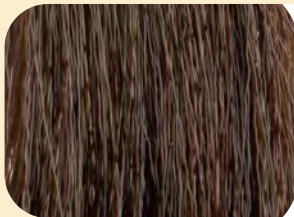
rich tones. radiant shine.

new moka shades expand creative possibilities with nuanced brunette results designed to **mix, customize, and inspire.**

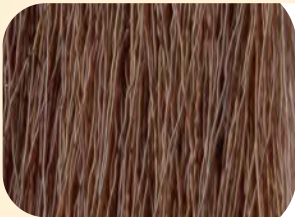
from cool and neutral to warm and iridescent effects, these versatile shades create rich, dimensional brunette results while maintaining the signature glossy finish of the gloss.



4.18 | 4AB
INTENSE MOKA
MEDIUM BROWN



4.88 | 4BB
ASH MOKA
MEDIUM BROWN



5.83 | 5BG
MOKA GOLDEN
LIGHT BROWN



5.87 | 5BV
MOKA VIOLET
LIGHT BROWN



scientifically proven performance:

- acidic, ammonia-free formula that tones, refreshes, and enhances color
- helps preserve the hair's natural structure while delivering healthy-looking, luminous results
- strengthens hair during coloring process and reduces breakage

up to 11%
visibly stronger hair
vs untreated hair*

+29% improved color retention
after 15 washes when paired with colour
maintainer shampoo sulfate free &
conditioner*

the gloss new shades salon buy in

\$87.12 | salon value \$124.86

INVEST

- 3 the gloss colour 4.18 – ash moka medium brown 2.03 oz.
- 3 the gloss colour 4.88 – intense moka medium brown 2.03 oz.
- 3 the gloss colour 5.83 – moka golden light brown 2.03 oz.
- 3 the gloss colour 5.87 – moka violet light brown 2.03 oz.

FREE

- 1 the gloss colour 4.18 – ash moka medium brown 2.03 oz.
- 1 the gloss colour 4.88 – intense moka medium brown 2.03 oz.
- 1 the gloss colour 5.83 – moka golden light brown 2.03 oz.
- 1 the gloss colour 5.87 – moka violet light brown 2.03 oz.
- 1 activator 6 vol. 33.5 fl. oz.
- 1 gloss mixing chart

**SAVE
30%**

*ex vivo instrumental test of hair colored with milk_shake® the gloss color + acidic color activator 6 vol.

repair. restore. rescue.

help restore strength and vitality to damaged hair with integrity & strength.

this targeted duo combines intensive nourishment with split-end care to help improve hair condition, enhance manageability, and leave hair looking healthier, smoother, and more resilient after every use. whether recovering from summer stress or preparing for a new season, this duo helps reset hair with the care it needs to look and feel its best.



integrity & strength repair & rescue duo

SAVE
25%

\$22.50 | salon value \$30.00

INVEST

- 1 integrity & strength split ends savior 3.4 fl.oz.
- 1 integrity & strength intensive treatment 6.8 fl.oz.

start at the scalp.

help create the ideal foundation for healthy-looking hair with a revitalizing routine that refreshes the scalp, nourishes and conditions, and supports overall hair wellness.



energizing trio

\$28.00 | salon value \$46.00

SAVE
39%

INVEST

- 1 energizing blend shampoo 10.1 fl.oz.
- 1 energizing blend conditioner 10.1 fl.oz.

FREE

- 1 energizing blend treatment spray 1.1 oz.

the deep clean your clients need.

designed to purify the scalp and hair, **deep detox** helps remove buildup and impurities while leaving hair feeling refreshed, balanced, and revitalized. the perfect reset to remove excess oil, product buildup, and environmental impurities for cleaner, healthier-looking hair.



deep detox 2 + 1

\$28.00 | salon value \$42.00

SAVE
33%

INVEST

- 2 deep detox shampoo 10.1 fl.oz.

FREE

- 1 deep detox shampoo 10.1 fl.oz.

color with confidence.

support hair integrity throughout every color service with everlasting bonds.

this professional bond-building system helps strengthen, protect, and maintain healthier-looking hair while delivering beautiful color results.

from the first application through ongoing home care, **everlasting bonds** is designed to help rebuild hair bonds, improve manageability, and support healthier-looking hair after every color service. these introductory kits make it easy to experience the complete system while confidently bringing bond-building services into your salon.



why everlasting bonds?

- helps defend against breakage after color and chemical services
- powered by **NutriBond Complex™** and nourishing milk proteins
- helps preserve the hair's natural structure while delivering healthy-looking, luminous results

72.9%
rebuilt bonds after
1 application¹

81.5%
improvement in
combability²

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

everlasting bonds creative color intro kit

\$235.20 | salon value \$434.70

- INVEST**
24 creative color 3.4 fl.oz.
- FREE**
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.
1 everlasting bonds leave-in treatment 3.4 fl.oz.
1 pack of 10 everlasting bonds brochures

everlasting bonds 9 minutes color intro kit

\$235.20 | salon value \$434.70

- INVEST**
24 9 minutes color 3.4 fl.oz.
- FREE**
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.
1 everlasting bonds leave-in treatment 3.4 fl.oz.
1 pack of 10 everlasting bonds brochures

start strong. finish beautifully.

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

everything you need to create the perfect style from beginning to end. prep and protect with styling essentials designed to smooth, shield, and create the ideal foundation, then finish every look with shine, texture, and long-lasting hold.

whether creating sleek blowouts or effortless volume, these lifestyling favorites help deliver salon-quality results that last.



SAVE
20%

lifestyling styling starters

\$45.60 | salon value **\$57.00**

- INVEST**
- 1 lifestyling thermo protector 6.8 fl.oz.
 - 1 lifestyling blow dry primer 6.8 fl.oz.
 - 1 lifestyling smoothing miracle shield 6.8 fl.oz.
 - 1 lifestyling smoothing cream 5.1 fl.oz.

lifestyling finishing touch

\$46.40 | salon value **\$58.00**

- INVEST**
- 1 lifestyling let it shine 6.8 fl.oz.
 - 1 lifestyling flexible hairspray 8.8 fl.oz.
 - 1 lifestyling extra strong hairspray 8.8 fl.oz.
 - 1 lifestyling powder pop 0.18 fl.oz.



every client. every need.

whether it's volume, curl definition, scalp care, or deep cleansing, these liter-sized favorites deliver the professional performance clients expect and the value salons love.

backbar liters

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

- curl passion shampoo 33.8 fl.oz.
- volumizing shampoo 33.8 fl.oz.
- volumizing conditioner 33.8 fl.oz.
- energizing blend shampoo 33.8 fl.oz.
- energizing blend conditioner 33.8 fl.oz.
- normalizing blend shampoo 33.8 fl.oz.
- purifying blend shampoo 33.8 fl.oz.
- deep detox shampoo 33.8 fl.oz.

\$22.10 | salon value **\$34.00**

- curl passion conditioner 33.8 fl.oz.

SAVE
35%



*mix & match

holiday is just around the corner.

get ready for the busiest retail season of the year with giftable collections designed to delight clients and inspire holiday purchases.



from full-size trios and duos to convenient mini gift sets, these ready-to-gift collections make it easy to offer something for every client while helping maximize seasonal sales.

holiday collection highlights:

- ready-to-gift holiday packaging
- full-size and mini gift options
- curated collections featuring **milk_shake®** best sellers
- perfect for gifting, retail displays, and impulse purchases

holiday merchandising support:

qualifying holiday kit purchases include merchandising tools designed to help create an eye-catching in-salon display and maximize seasonal retail opportunities.

available with qualifying purchases:

- gift card holders for mini duo holiday kits
- holiday window clings
- branded shopper bags
- holiday retail display
- seasonal merchandising materials



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.



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.

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%

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



SAVE
25%