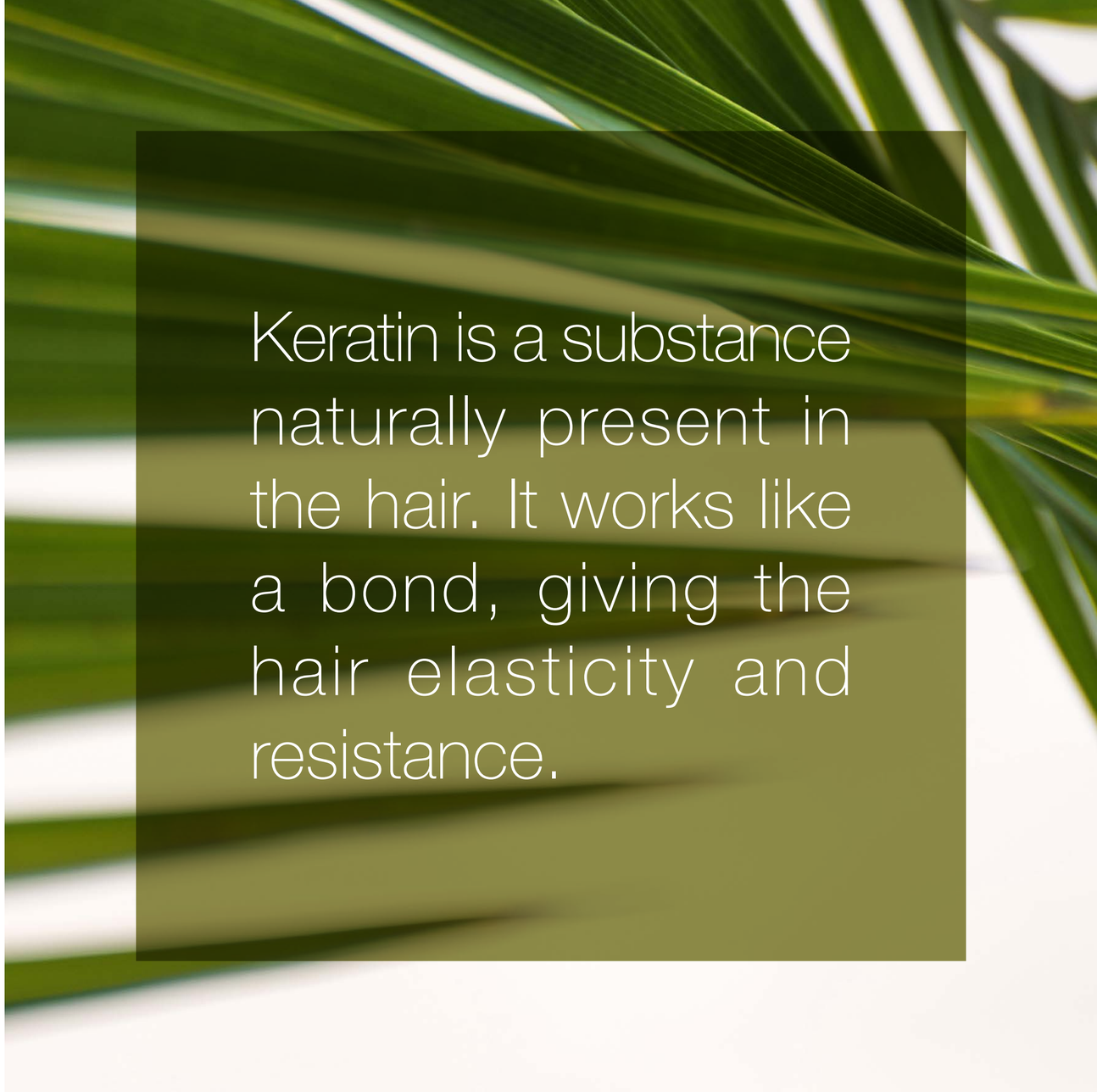
milk_shake®
k-respect
keratin system
z.one concept™

— **milk_shake® k-respect keratin system** is the innovative smoothing anti-frizz system for all hair types.
— Its specific formula guarantees the best result to eliminate frizz and give straight hair **from 3 to 5 months**.
— The smoothing treatment is safe and in conformity with regulations **to respect the health** of the hairdresser and the client.
— **The innovative packaging** reduces the volume of plastic that is dispersed into the environment.

When hair appears weak, fragile and dull, it means that the hair's structure has been altered and impoverished, thus lacking all of those elements that guarantee the integrity and functionality of the hair; this can occur because of repeated chemical treatments, environmental aggressors, or bad eating habits. Otherwise, if the structure of the hair tends to be curly, it may just be that the frizzy effect of the hair makes the hair difficult to manage.

The hair needs a treatment that:

- improves the condition of the hair
- reduces volume
- fights frizz
- gives shine
- makes hair easy to manage, even when at home



Keratin is a substance naturally present in the hair. It works like a bond, giving the hair elasticity and resistance.

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A smoothing treatment containing keratin and precious oils from the Amazon rainforest with a high-quality formula that modifies the hair fibre, making it smooth and stable with a long-lasting effect, without damaging the hair.

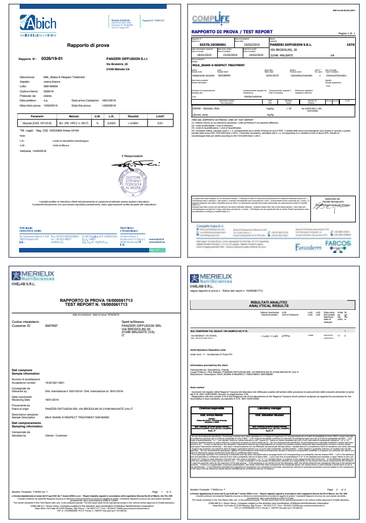
The objective is to eliminate frizz without intervening with the natural structure of the hair.

Its action eliminates frizz, halving drying times and making hair healthier and shinier, with a result that lasts from 3 to 5 months.

milk_shake® k-respect guarantees excellent results whilst respecting the hair, the client's health and the health of the hairdresser.

A safe formula that respects the law

- no added formaldehyde
- with a % of glyoxal in line with regulations*
- with naturally-sourced active ingredients



milk_shake® k-respect creates beautiful hair, but it also safeguards the health of the hairdresser and the client.

Its formula has been validated by the research and development laboratories in z.one concept™ and by various external laboratories.

*In compliance with EU REG. 1223/2009 all cosmetic products cannot contain a quantity of glyoxal above 100ppm (0,01g/100g).

Innovation and a low environmental impact

The milk_shake® k-respect system begins in the salon with the anti-frizz smoothing treatment

preparing shampoo

purifying shampoo for all hair types

Cleanses deeply, maintaining the hydration balance of the hair. Its alkaline pH helps to open the cuticles to prepare the hair for the straightening treatment.
Use: distribute evenly over damp hair and lather, then rinse. Repeat if necessary.

smoothing treatment

smoothing anti-frizz treatment for hair

A professional treatment for all hair types to remove frizz and create a long-lasting straightening action on the hair. Contains precious organic oils from the Amazon that have an anti-frizz action, muru muru butter and milk proteins with a nourishing action.
Use: cleanse the hair with **milk_shake® k-respect preparing shampoo**, cleansing lengths and ends thoroughly. Blow-dry 80% of the hair using a flat brush. Dose the product (approx. 50-60 g for medium-length hair) in a non-metallic bowl, wear protective gloves and apply with a brush, starting at approx. 0.5 cm from the roots. Distribute the product over lengths and ends and leave to process for 20 to 35 minutes. Do not clip or tie hair. If necessary, rinse excess product slightly. Dry the hair with a flat brush, then flat iron 1 cm wide sections at a medium speed, ironing from 6 to 20 times, with temperatures ranging from 170 °C to 210 °C according to the structure and condition of the hair. After a minimum of 2 days (48 hours), cleanse the hair with **milk_shake® k-respect smoothing shampoo** and condition with **smoothing conditioner**.

At home maintenance is fundamental to prolong the duration of the treatment

smoothing shampoo

anti-frizz shampoo for hair

Cleanses gently and helps to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **integrity 41®** for hair colour protection.
Use: distribute evenly over damp hair and lather, then rinse. Repeat if necessary. Proceed with **milk_shake® smoothing conditioner**.

smoothing conditioner

anti-frizz conditioner for hair

The ideal conditioner to maintain the results obtained during the treatment in the salon for longer. Contains precious organic oils from the Amazon that have an anti-frizz action, organic muru muru butter and milk proteins with a nourishing action, and **integrity 41®** for hair colour protection.
Use: distribute evenly over clean, damp hair, leave in for a few minutes, then rinse.

smoothing maintainer mist

protective anti-frizz spray for hair

A treatment spray with an anti-frizz and anti-humidity effect that helps to maintain the hairstyle. Its special formula facilitates drying and reduces drying times, protecting hair from environmental aggressors.
Use: apply generously over lengths and ends over clean, damp hair. Comb through and proceed with styling.

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Restores the natural beauty of the hair, eliminating frizz and guaranteeing a long-lasting smooth effect. The service is extremely flexible and allows to customize the result depending on whether the client needs an anti-frizz treatment, natural movement, or perfectly straight hair.

This is why it is suitable for all hair types:
curly, frizzy, coarse, fine,
or damaged hair.

The result is healthy, shiny hair with an effect that lasts after each wash*.

*using the **milk_shake® k-respect** home maintenance products.

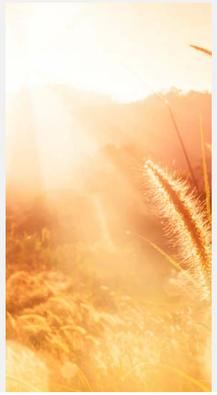
naturally-sourced active ingredients

milk proteins

— strong supplementing action, protecting the hair's structure
— give strength and resistance to the hair fibre
— condition the hair gently and naturally.

UV filter

— protects from UV rays
— counteracts colour fading
— counteracts the damage and weakening of the hair shaft caused by dehydration.



organic buriti oil

— an oil from the Amazon rich in oleic acid and carotenoids, and especially vitamin A
— covers the shaft, making it shinier and smoother during combing
— creates a protective film against heated tools and brushing.

organic babassu oil

— an oil from the Amazon that is highly compatible with the hair fibre
— it integrates the lipidic component of the hair, helping to repair the damaged areas of the hair
— it protects fragile hair, reducing the probability of breakage and split ends.

integrity 41®

— sunflower extract, rich in anti-oxidant polyphenols
— protects from free radicals and stress factors that damage hair
— help to maintain colour stability over time.

Integrity 41® can be found in **milk_shake® k-respect preparing shampoo**, **smoothing shampoo** and **smoothing conditioner.**

organic fruit extracts

— **goji berries:** condition the scalp and hair
— **papaya:** a natural source of vitamins, minerals and antioxidants to protect hair
— **strawberry:** rich in phytonutrients for shiny hair that is full of life.

hydrolyzed keratin

— strong supplementing action, protecting the hair's structure
— covers the shaft, helping to hydrate and repair the damaged areas of the hair
— counteracts frizz with its antistatic effect, conditioning the hair.

organic muru muru butter

— butter from the Amazon that is exceptionally rich in fatty acids that are similar to keratin
— it waterproofs the cuticle, counteracting the absorption of humidity
— it increases the cohesion of the scales of keratin, smoothing the surface of the hair.

sunflower oil

— natural emollient, extracted from the seeds through pressing
— counteracts dryness and makes hair soft
— has a protective action with its antioxidant vitamin E content.

Sunflower oil can be found in **milk_shake® k-respect smoothing treatment.**

Eco-practical

In terms of sustainability, implementing activities that reduce our environmental impact is not always easy, immediate or economically possible. We have taken on this challenge and today, our commitment has led us to replace synthetic active ingredients with natural forms wherever possible, but also to study and implement materials and formats of packaging that reduce our environmental impact.

Sustainability

In milk_shake® k-respect, this means offering a product that significantly reduces the quantity and volume of plastic in the environment.

*percentage of plastic saved compared to traditional packaging of the same capacity, which reproduce the same shapes and proportions and have been created using the same materials by the same supplier for packaging that are numerically more representative of the milk_shake® brand.

By purchasing **milk_shake® k-respect** not only are you choosing an intelligent solution for your health, but you are also helping to respect the environment around you. The packaging has been created to reduce waste and the products' environmental impact, making our carbon footprint more sustainable and satisfying the needs of the more eco-conscious consumers.

With the first purchase, each product will be given as is to the purchaser, but the following purchases need only be for refills.

reusable dispenser

This will help to significantly reduce the plastic used, avoiding wastage: 35% to 55% less* compared to traditional packaging of the same capacity.

-55%
PLASTIC
salon size **shampoo** and **conditioner**

-45%
PLASTIC
smoothing **treatment**

-35%
PLASTIC
retail size **shampoo** and **conditioner**

k-respect means: respect for the hair, respect for regulations, respect for the environment.

naturally-sourced **ingredients**

100% respect for the hair

formulas studied to guarantee **maximum performance**

100% **respect for regulations** and the health of the hairdresser, their staff and their clients

no added formaldehyde, with a % of glyoxal within the norm

eco-sustainable choices for a better future

almost 10 times less volume of shipped packaging **= less pollution**

from 35% to 55% less plastic in the environment

aluminium packaging recycles forever

METAL recycles forever

every day **z.one** concept™ uses electricity from **sustainable resources**

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