

milk  
shake<sup>®</sup>  
scalp  
care



**z.one** concept<sup>™</sup>



# milk shake® scalp care

**z.one** concept™ **has over 15 years'** experience in professional hairdressing, and this experience has always been at the heart of **milk\_shake®** product research.

Today our know-how has been combined with a deep knowledge of biological factors involved in scalp disorders to create **milk\_shake®** scalp care, the latest innovation in supreme products for hair and scalp care.



# milk shake®

## scalp care

The first **milk\_shake®** range designed to improve the wellbeing of the scalp to strengthen and improve hair health.

At the heart of the range lies the search for the natural, simple wellbeing of the scalp and hair, and gentle products that respect this delicate balance, which have resulted in high quality, targeted and efficient solutions.

This **trichological innovation** is embodied in treatments that meet the demands of the most common scalp needs, characterized by impurities such as dandruff, excessive sebum and thinning hair.

- / purifying blend
- / normalizing blend
- / energizing blend

### **milk\_shake®** scalp care **Innovation** **efficiency for scalp and hair**

- / **Delicate cleansers and treatments** that respect the hair and scalp's frailty, that do not contain petrochemical derivatives, and are paraben, SLS and SLES free.
- / **Certified organic plant-based ingredients** for professional results and a natural, long-lasting and visible wellbeing of scalp and hair.
- / **Selected essential oils and perfumes** that are targeted at uplifting mood during cleansing and other treatments.
- / **"Made in Italy" formulas** created using high-quality technology, formulated with quality in mind to create the best possible cosmetic experience.
- / **Environmentally-friendly packaging in materials selected for their respect for our planet:** plastic that is completely biodegradable, recyclable glass bottles and paper packaging that is made from sources that are managed responsibly.







# milk shake®

## purifying blend



the new solution  
to efficiently counteract the build up  
of unsightly impurities of the hair  
and scalp, for a healthy, shiny result

The hair's appearance is an important indicator of a person's lifestyle: stress, pollution, inadequate styling products and bad habits in daily hair routine have a visible influence on the wellbeing of the scalp and the hair's radiance.

**milk\_shake®** purifying blend is a concentrate of natural active ingredients with exceptional purifying properties, formulated to protect the scalp and solve the discomforts associated with excessive dandruff, grease and undesired residues from the surrounding environment.

# purifying blend shampoo

## intensive purifying shampoo for scalp and hair

Cleanses deeply yet gently, neutralizing the scalp and freeing it from impurities, dandruff, sebum, sweat and styling product residue.

Selected plant-based ingredients contribute to protecting scalp and hair from pollution, for a healthy, shiny result.

Ideal for men and women with dandruff who want to gently cleanse their hair and get rid of grease, impurities and dullness.

### Contains:

/ **AFA seaweed:** a green-blue micro-seaweed that grows spontaneously in the waters of Klamath lake, one of the purest lakes of the world in the uncontaminated nature of Oregon. Rich in phycocyanin C, a strong natural antioxidant, as well as vitamins, essential amino acids and omega-3 fatty acids, it has shown to have efficient detoxifying capabilities, as well as protecting the biological structures of oxidation and protecting from environmental and internal stress. It also improves the elasticity and hydration of the scalp.

/ **organic nettle extract:** a multifunctional invigorating and re-mineralising ingredient that is a precious phyto-complex which contains minerals, vitamins and amino acids with renowned soothing, astringent and conditioning properties for scalp and hair. It's also used for its toning and supportive properties to counteract dandruff.

/ **organic achillea extract:** extracted from the certified and biodynamically farmed flowery umbels of the achillea yarrow plant, it is renowned for its invigorating, soothing, refreshing and anti-dandruff properties.

/ **lemon and rosemary essential oils, and eucalyptol:** anti-bacterial and regenerating properties.

/ **zinc pyrithione:** anti-bacterial, it counteracts dandruff and greasy scalp.

/ **allantoin:** soothing, protective and conditioning for the scalp.

/ **magnesium and aluminium silicate:** absorbs sebum.

**Use:** distribute evenly over damp hair and lather, leave in for a few minutes, then rinse.



300 ml e > 10.1 fl oz



**milk  
shake<sup>®</sup>**

# normalizing blend



with a deep respect for nature,  
science and beauty,  
**the new response to specific hair  
and scalp needs**  
for hair that tends to get greasy quickly

Sebum, which is produced by the sebaceous glands in the scalp, is necessary in small quantities to give hair imperviousness, elasticity and shine. When produced excessively, it gives hair a greasy appearance, making it look dirty, flat and creating an unpleasant odour.

**milk\_shake<sup>®</sup>** normalizing blend is the professional solution to remove greasy residue with a deep normalizing action, whilst respecting the delicate physiological balance that governs sebum production in the scalp.



# normalizing blend shampoo

## Shampoo for normal or greasy scalp and hair

Much more than just a simple cleanser or a beauty routine cleansing gesture, normalizing blend shampoo is a real treatment for the hair and is unique in its amazing benefits for scalp and hair. Its formula contains active plant ingredients, essential oils and a balanced mix of delicate surfactants that cleanse deeply yet gently, removing sebum and oily residue.

Ideal for men and women with greasy hair, who want to cleanse their hair gently and eliminate sebum, the greasy appearance and unpleasant odour associated with sebum production.

### Contains:

**/ a mix of delicate surfactants:** when cleansing sebum with traditional ingredients, often there is an increase in scalp sebum. This phenomenon could be caused by the well-known “rebound effect”, due to an excessive “degreasing” action of the surfactant. The balanced mix of cleansing agents present in normalizing blend shampoo is respectful of the natural cutaneous hydrolipidic film of the scalp. In particular, an extremely mild surfactant directly derived from the triglycerides of coconut oil, which make it extraordinarily delicate and rich of the nourishing and emollient characteristics of the original oil, helps to control scalp sebum release, counteracting the rebound effect.

**/ organic coriander extract:** extracted from the dried mature fruit of the coriander plant which grows freely in Mediterranean countries, it is renowned for its antioxidant properties. The coriander extract contrasts free radicals, reactive molecules that alter the normal function of the scalp and oxidise the sebum lipids, creating an unpleasant odour. This extract contributes to maintaining the healthy balance of scalp and hair.

**/ organic helichrysum extract:** extracted from the flowers of the helichrysum plant cultivated through certified biodynamic farming, it is renowned for its soothing and “sebum-control” action.

**/ panthenol:** hydrating, regenerating, soothing and conditioning.

**/ cedar and coriander essential oils:** a natural, soothing antioxidant.

**/ scent:** a luxurious fragrance that creates an exceptional sensorial experience.

**Use:** distribute uniformly over damp scalp and hair, lather and rinse.

Repeat if necessary.





# milk shake®

## energizing blend



**the targeted solution for thin, fragile hair with a stimulating and revitalizing action,** with active ingredients that energize the scalp and hair with a densifying effect.

Men and women alike are increasingly concerned about the health of their hair. As a result, more attention is being paid to maintenance of hair vitality, thickness and volume.

The **milk\_shake®** energizing blend range takes care of the scalp and hair, counteracting the main disorders connected to vitality: frailty, thinning and excessive hair loss.

## energizing blend shampoo

### hair thickener shampoo

Energizing shampoo for fine, thinning and fragile hair, it cleanses deeply but gently, respecting the scalp and hair. The high-quality formula contains organic rosemary and sage extracts, Fioravanti balm, naturally derived glycerin, eucalyptol, panthenol and a mix of 11 essential oils for a pleasant feeling of calm relaxation.

**Use:** apply to damp scalp and hair, gently massage by applying a slight pressure with the fingertips in a circular motion to enhance the microcirculation of the scalp.

Rinse and proceed with energizing blend conditioner and treatment.



## energizing blend conditioner

### hair thickener conditioner

Conditioner for fine, thinning and fragile hair, it detangles and gives softness without weighing the hair down. The selected blend of botanical extracts and the powerful hair conditioners invigorate the hair shaft and provide a soft, pleasant, energizing feeling. Contains organic rosemary and organic sage extracts, Fioravanti balm, naturally derived glycerin, naturally derived menthol, panthenol, rice bran oil, vitamin E and a mix of 11 essential oils for a visible densifying effect.

**Use:** apply to damp, clean hair, gently massage and leave in for a few minutes while applying a slight pressure using the fingertips in a circular motion to enhance the microcirculation of the scalp.

Comb through if desired and rinse thoroughly.



## energizing blend scalp treatment

### hair thickener scalp treatment

An energizing and strengthening lotion to restore fullness, thickness, and luster to fine, thinning and fragile hair. The innovative formula contains a special blend of selected naturally derived active ingredients with stimulating properties: organic rosemary and organic sage extracts, Fioravanti balm, glycerin, arnica extract, natural camphor, hydrolyzed rice proteins and panthenol.

**Use:** apply to the scalp and massage gently for a few minutes using circular movements and a light pressure from the fingertips to improve the microcirculation of the scalp and create the optimal conditions for new hair growth. Do not rinse and proceed with styling. Apply the treatment twice a week for best results.





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