

milk_shake[®] PRO

MAGAZINE

MARCH—APRIL 2026

02

STATION READY

core styling must-haves
for daily services

BRIGHT BLONDS, BALANCED TONES

toning care for blond hair

LIGHTEN. REFINE. SHINE.

professional lightening
finished with gloss

LIGHTWEIGHT LEGENDS

iconic leave-ins made for
effortless styling

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versatile lifestyling essentials for prep, protection, finish, and hold.
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two leave-in favorites designed for effortless, feel-good hair.
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icy blond and silver shine care for clean, luminous, balanced tones.
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lightcatchers and gloss pairings for fresh, refined spring and summer results.



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:



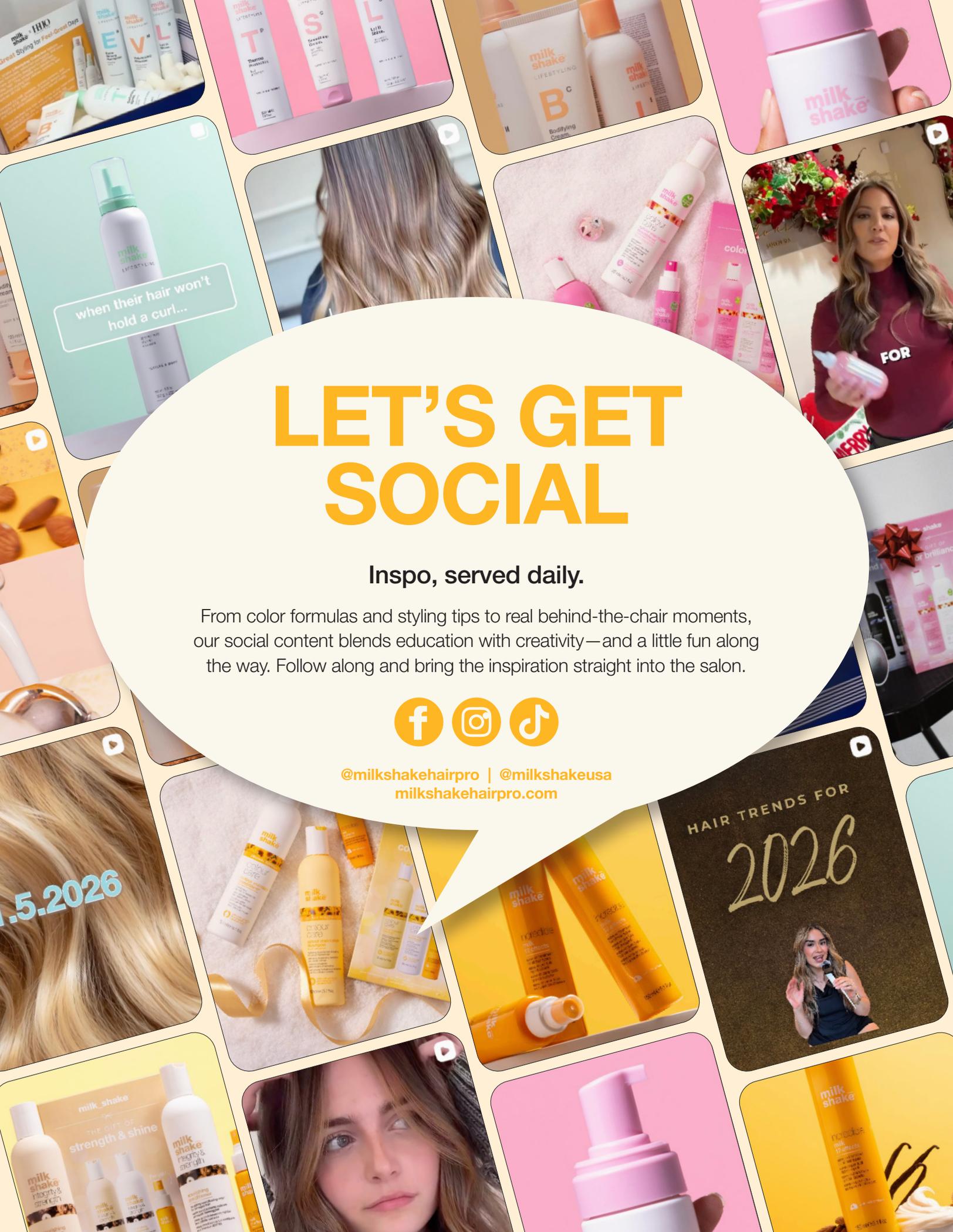
LET'S GET SOCIAL

Inspo, served daily.

From color formulas and styling tips to real behind-the-chair moments, our social content blends education with creativity—and a little fun along the way. Follow along and bring the inspiration straight into the salon.



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milkshakehairpro.com



SLEEP IN. STYLE ON.

Celebrate National Dry Shampoo Day with a styling staple that refreshes hair, adds volume, and extends every style.

In honor of *National Dry Shampoo Day on March 8th*, we're celebrating this ultra-light dry shampoo that absorbs oil, boosts volume, and refreshes hair between washes—fast, easy, and residue-free.

dry shampoo 2+1

\$28.00 | salon value \$42.00

INVEST

2 dry shampoo 6.8 fl.oz.

FREE

1 dry shampoo 6.8 fl.oz.

SAVE
33%



STYLIST STATION STAPLES

Because great styling starts with the right tools close at hand.

A curated kit of styling must-haves designed to live right at the stylist's station. From prep and protection to finish and hold, these everyday essentials support seamless services and polished results—no matter the technique.

Built for behind-the-chair efficiency, the Stylist Station Kit keeps your go-to products within arm's reach, helping stylists work smarter, move faster, and deliver consistent, beautiful results.

SAVE
28%

stylist station kit

\$72.00 | salon value \$100.00

- 1 leave in conditioner 11.8 fl.oz.
- 1 incredible milk flower fragrance 5.1 fl.oz.
- 1 volumizing mousse 6.8 fl.oz.
- 1 thermo protector 6.8 fl.oz.
- 1 let it shine 6.8 fl.oz.
- 1 bodifying cream 4.2 fl.oz.
- 1 extra strong hairspray 8.8 fl.oz.



STYLE WITH CONFIDENCE

A go-to collection of styling essentials for prep, protection, finish, and hold that support every service.

A carefully chosen lineup of styling favorites designed to support creativity behind the chair. These essentials deliver dependable performance at every step of the service, helping stylists prep, style, finish, and hold with ease.

SAVE
25%

best of lifestyling

\$95.25 | salon value \$127.00

- 1 dry shampoo 6.8 fl.oz.
- 1 powder pop 0.18 fl.oz.
- 1 thermo protector 6.8 fl.oz.
- 1 let it shine 6.8 fl.oz.
- 1 smoothing cream 5.1 fl.oz.
- 1 shaping foam 6.8 fl.oz.
- 1 texturizing spritz 6.8 fl.oz.
- 1 volumizing mousse 6.8 fl.oz.
- 1 bodifying cream 4.2 fl.oz.



WHIPPED & READY

Choose your leave-in.
Love the result.

LIGHTWEIGHT LEGENDS—two iconic leave-in options, one feel-good result: soft, happy, effortlessly styled hair. Whether you reach for **whipped cream** or **leave in conditioner**, each delivers lightweight care that fits seamlessly into everyday routines—behind the chair and beyond.



whipped cream

A creamy, no-rinse conditioning foam that melts into the hair for instant softness, shine, and manageability—without weight. Designed for all hair types and textures, it helps maintain the hair's natural moisture balance while leaving strands light, soft, and silky every time.

leave-in conditioner

A lightweight essential that smooths, detangles, and supports healthy-looking hair. Easy to use and effortless to love, it improves manageability and shine while keeping hair feeling nourished, soft, and ready to style.

SAVE
25%

whipped cream + leave in conditioner

\$84.00 | salon value \$112.00

INVEST

6 whipped cream 6.8 fl.oz.

FREE

2 leave in conditioner 11.8 fl.oz.

LOVE YOUR BLOND

Because loving your blond starts with the right care.

The **icy blond** and **silver shine** collections help keep blond and silver hair looking clean, bright, and radiant, with softness and shine you can feel.



with milk proteins
and grape seed oil
paraben / sulfates free

specific shampoo
for blond hair
shampoo specifico
per capelli biondi
champú específico
para cabellos rubios

icy
blond
shampoo

SAVE
30%

icy blond collection

\$148.00 | salon value \$212.00

INVEST

- 4 icy blond shampoo 10.1 fl.oz.
- 4 icy blond conditioner 8.4 fl.oz.
- 4 icy blond toning spray 3.4 fl.oz.

FREE

- 1 icy blond shampoo 33.8 fl.oz.
- 1 icy blond conditioner 33.8 fl.oz.

silver shine collection

\$148.00 | salon value \$212.00

INVEST

- 4 silver shine shampoo 10.1 fl.oz.
- 4 silver shine conditioner 8.4 fl.oz.
- 4 silver toning spray 3.4 fl.oz.

FREE

- 1 silver shine shampoo 33.8 fl.oz.
- 1 silver shine conditioner 33.8 fl.oz.



milk
shake®

silver
shine
shampoo

specific shampoo
for blond or grey hair
shampoo specifico
per capelli biondi o grigi
champú específico
para cabellos grises o rubios

with organic blueberry
extract and milk proteins
sulfates free



**LIFT IT.
GLOSS IT.
LOVE IT.**

Lighteners paired with *the gloss try-me kit* for beautifully refined, shiny results.

Longer days call for lighter looks. Lightcatchers Level 8 and Level 9 deliver dependable, controlled lift, while the Gloss Try Me Kit helps refine tone and boost shine. Together, they make it easy to create fresh, luminous looks that feel bright, polished, and perfectly suited for spring and summer.

SAVE
33%



level 8 + gloss try me bundle

\$90.00 | salon value \$135.00

INVEST

1 light catcher spotlight level 8 - 2 kg

FREE

1 the gloss try me kit*



level 9 + gloss try me bundle

\$90.00 | salon value \$135.00

INVEST

1 light catcher spotlight level 9 - 2 kg

FREE

1 the gloss try me kit*

*includes 5 mix-and-match gloss shades and 1 activator

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