

milk_shake®

PRO
MAGAZINE

NOVEMBER — DECEMBER 2026

06



holiday: gift great hair
gift-ready favorites + festive
salon merchandising

color: color for every vision
creative color, 9 minutes
+ the gloss

shine: get your glow on
professional radiance + take-
home shine essentials

lifestyling: 'tis the season to style
texture, definition + shape
for every occasion

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@hairbystefany

WANT TO PUT YOUR SALON ON THE MAP?

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

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polished for the party.

give clients smooth, luminous, beautifully polished hair for every celebration on their calendar.

designed for professional use behind the chair, **insta.light** adds an elevated touch to salon services with enhanced softness and a radiant, light-reflecting finish. it's the perfect addition when clients want their hair looking extra special for the season.



insta.light

\$39.90 | salon value \$57.00

INCLUDES:

- 1 insta.light potion 10.1 fl.oz.
- 1 insta.light lotion 16.9 fl.oz.

SAVE
30%

glow all out.

keep the glow going long after they leave the salon.

shine essentials are the perfect take-home complement to an **insta.light service**, with smoothing favorites designed to help maintain polished, luminous and radiant-looking hair between appointments.



mix & match!

shine essentials

SAVE
20%

\$11.20 | salon value \$14.00

- no frizz allowed amazing anti-humidity spray 6.8 fl.oz.

\$12.00 | salon value \$15.00

- smoothing miracle shield 6.8 fl.oz.
- no frizz allowed glistening light milk 5.1 fl.oz.

\$13.60 | salon value \$17.00

- no frizz allowed glistening rich serum 3.4 fl.oz.

\$14.40 | salon value \$18.00

- incredible oil 1.7 fl.oz.

holiday hair, wrapped & ready.

make holiday gifting effortless with ready-to-gift collections featuring some of **milk_shake®**'s most-loved hair care favorites.

from maintaining vibrant color and keeping blondes looking their best to replenishing moisture and caring for damaged hair, each collection pairs a targeted shampoo and conditioner with the multitasking incredible milk for a complete routine, beautifully packaged and ready to give.

colour care trio

\$28.00 | salon value \$43.00

colour maintainer shampoo 10.1 fl.oz.
colour maintainer conditioner 10.1 fl.oz.
+free: incredible milk 5.1 fl.oz.

moisture&more trio

\$28.00 | salon value \$43.00

moisture&more shampoo 10.1 fl.oz.
moisture&more conditioner 8.4 fl.oz.
+free: incredible milk 5.1 fl.oz.

everlasting bonds trio

\$36.00 | salon value \$55.00

everlasting bonds shampoo 10.1 fl.oz.
everlasting bonds conditioner 8.4 fl.oz.
+free: everlasting bonds leave-in 3.4 fl.oz.

integrity & strength trio

\$28.00 | salon value \$43.00

integrity & strength shampoo 10.1 fl.oz.
integrity & strength conditioner 10.1 fl.oz.
+free: incredible milk 5.1 fl.oz.

icy blond trio

\$28.00 | salon value \$43.00

icy blond shampoo 10.1 fl.oz.
icy blond conditioner 8.4 fl.oz.
+free: incredible milk 5.1 fl.oz.

with five curated routines designed for different hair needs, it's easy to help every client find the perfect gift—or something special to bring home for themselves.





dress up your holiday retail.

turn your salon into a holiday shopping destination with festive merchandising designed to help the collection stand out.

the more holiday trios you stock, the more merchandising tools you'll receive to create an eye-catching seasonal display—from welcoming window decals to shopping bags and a dedicated gifting display.



buy: 6 holiday trios
receive: a set of holiday window decals

buy: 12 holiday trios
receive: a set of holiday window decals + 12 holiday shopper bags

buy: 24 holiday trios
receive: a set of holiday window decals + 12 holiday shopper bags + 1 holiday display



your holiday toolkit

scan to access holiday marketing assets and resources to help spread the word in-salon and online.

the gift of great hair.

there's always room on the gift list for a **milk_shake®** favorite.

leave-in conditioner is an easy everyday essential that helps condition and detangle hair while improving manageability and leaving it feeling soft, smooth and easy to comb.

its lightweight, leave-in formula makes it an effortless addition to any hair care routine—and an easy product for stylists to recommend to clients looking for simple, everyday care at home. this holiday season, the client-favorite formula comes bundled as a special duo, making an everyday essential feel even more gift-worthy.

leave-in conditioner duo

\$21.00 | salon value \$28.00

leave in conditioner 11.8 fl.oz.

leave in conditioner 11.8 fl.oz. **(50% off)**

SAVE
25%



small gifts, big impact.

make gifting easy with perfectly sized **milk_shake®** shampoo and conditioner duos.

from stocking stuffers and gift exchanges to teacher gifts and thoughtful little extras, four favorite collections offer an easy gift for everyone on the list.



ways to gift:

- ♥ gift with purchase — a complimentary mini duo to reward a qualifying purchase.
- ♥ gift card upgrade — an optional add-on that creates a more elevated, ready-to-gift package.
- ♥ grab & go — merchandise near checkout for easy last-minute gifting.
- ♥ client appreciation — give as a thoughtful thank-you to loyal clients.



icy blond mini duo

salon cost **\$10.00**

icy blond shampoo 2.4 fl.oz.
icy blond conditioner 1.7 fl.oz.

everlasting bonds mini duo

salon cost **\$12.00**

everlasting bonds shampoo 1.7 fl.oz.
everlasting bonds conditioner 1.7 fl.oz.

colour care mini duo

salon cost **\$10.00**

colour maintainer shampoo 2.4 fl.oz.
colour maintainer conditioner 2.4 fl.oz.

moisture&more mini duo

salon cost **\$10.00**

moisture&more shampoo 2.4 fl.oz.
moisture&more conditioner 1.7 fl.oz.

gifting in under 5 minutes.

with the purchase of 12 holiday mini duos, receive 12 gift card holders designed to slip into each duo for even more gifting possibilities.

color for every vision.

from vibrant **creative color** and fast, expressive **9 minutes** shades to the luminous finish of the gloss, create beautiful, customized color for every look this season.

whether clients are looking for a bold transformation, a refreshed favorite or added dimension and luminosity, **milk_shake®** professional color gives stylists more ways to bring their vision to life behind the chair.

SAVE
24%

creative color + the gloss

\$181.15 | salon value \$238.16

INVEST

18 creative color 3.4 fl. oz.*
1 oxidizing emulsion 32.1 fl.oz. (50% off)

FREE

6 the gloss 2.03 fl.oz.*
1 activator 6 vol. 33.5 fl.oz.

SAVE
24%

9 minutes + the gloss

\$181.15 | salon value \$238.16

INVEST

18 9 minutes 3.4 fl. oz.*
1 oxidizing emulsion 32.1 fl.oz. (50% off)

FREE

6 the gloss 2.03 fl.oz.*
1 activator 6 vol. 33.5 fl.oz.



'tis the season to style.

create effortlessly styled looks with texture, definition and shape for every occasion.

from touchable texture and flexible definition to added body and shape, these lifestyling essentials give stylists the versatility to create everything from undone, lived-in looks to polished styles ready for a night out.

SAVE
26%

lifestyling texture & shape

\$39.00 | salon value \$53.00

INVEST

- 1 lifestyling glossy wax 3.0 fl.oz.
- 1 lifestyling texturizing cream 3.0 fl.oz.
- 1 lifestyling texturizing spritz 6.8 fl.oz.

FREE

- 1 lifestyling shaping foam 6.8 fl.oz.





NO. 101 NORMALIZING DAILY SHAMPOO 8.4 FL.OZ.
NO. 201 REFRESHING CONDITIONER 8.4 FL.OZ.

EFFORTLESS HAIR WASH KIT \$19.25 | Value \$26.00



EFFORTLESS HAIR WASH KIT

GROOMED FOR THE SEASON

Give clients an effortless way to upgrade their grooming routine this season.

DEPOT® holiday kits bring together everyday essentials in ready-to-gift sets designed for simple, effective care. From a smooth, comfortable shave to fresh, manageable hair, each kit delivers a complete routine with the unmistakable style of DEPOT®.

EFFORTLESS SHAVE KIT



EFFORTLESS SHAVE KIT \$24.00 | Value \$30.00

NO. 402 PRE&POST SHAVE EMOLLIENT FLUID 3.4 FL.OZ.
NO. 406 TRANSPARENT SHAVING GEL 3.4 FL.OZ.
NO. 408 MOISTURIZING AFTER SHAVE BALM 3.4 FL.OZ.





DEPOT[®].....THE MAGAZINE

GROOMING, GIFTED
DEPOT[®] ESSENTIALS
MADE FOR THE SEASON