

**milk**  
**shake**<sup>®</sup>  
integrity  
system



**z.one** concept™

# Radiant, soft and healthy hair.

Now it's possible thanks to **milk\_shake® integrity system**.

An innovative treatment system based on a very simple principle:  
to restore the hair's natural elements.

**milk\_shake® integrity system** gives all the necessary ingredients  
so that hair can finally shine and be brought back to health.

**milk\_shake® integrity system** is an extraordinary system  
that gives immediate results making hair shiny, soft and healthy.

## Sustaining natural resources.

Indigenous people know that **the forest** has always been rich with natural  
health and beauty resources. This relationship between people and nature is  
a fascinating story filled with lost traditions.

**z.one** concept™'s choice of active ingredient of this product line respects the  
sustainability of natural and certified products that come from a tradition that  
does not belong to the modern world.

History tells us of legends of beautiful women in the Amazon who, through  
inherited knowledge, choose natural ingredients to take care of their skin  
and hair.

There are recipes for beautiful, healthy hair using a seed, Muru Muru, whose  
extract has miraculous qualities.

Muru Muru butter is obtained from the seeds of the *Astrocaryum murumuru*  
plant that grows in the Amazon forest. Its walnut-like fruit are 5-6 cm long,  
from which a percentage of 40% of fat (butter) is extracted.

The plant, known as murumuru, huicungo and caicumana, grows in moist  
soil, reaches 10m in height and can be recognized because of its large leaves  
that can reach 4m in length.

**Muru Muru butter is rich with fatty acids that have a nourishing, soothing  
and moisturizing effect on the hair.**

It's also rich with vitamin A. It repairs, nourishes, and restores the hair's  
health and beauty. It penetrates the hair easily as it works in synergy with  
the hair's proteins.



# Give new life to your hair.

**milk\_shake® integrity system** transforms your hair immediately through the combined action of Muru Muru butter and Amino Acids Complex, a mix of plant amino acids developed to give damaged hair the right quantity of restructuring elements.

## “Amino Acids complex”

- “Amino Acids complex“ works inside and outside the hair, restoring and protecting the structure and visibly improving the condition of damaged hair.
- it has a protective and polishing action on the surface of the cuticle, guaranteeing a silky and shiny result with soft and healthy hair.
- the hair’s surface is immediately polished and the final result is radiant and healthy hair.

1.



Muru Muru butter combined with an Amino Acids complex penetrates the hair giving it proteins and nutrients.

2.



With regular use **milk\_shake® integrity system** visibly improves damaged hair.

moisturizes  
protects  
nourishes  
polishes  
conditions  
brightens

Natural active ingredients:

- organic Muru Muru butter
- shea butter
- beeswax
- cocoa butter
- coconut oil
- argan oil
- hydrolysed keratin extracted from wool
- plant proteins extracted from rice and wheat.

Perfume

- milk\_shake®** has a new scent with fruity, woody, floral and sweet notes
- **fruit:** coconut, almond, peach
  - **flowers:** white flowers, yellow orchid
  - **wood:** sandalwood, sweet wood, raisin
  - **essential oils:** bergamot, bitter orange, sweet orange.





# milkshake<sup>®</sup>

## integrity system



Nourishment for fine hair

STEP 1



nourishing shampoo

STEP 2



nourishing conditioner

Nourishment for coarse hair

STEP 1



nourishing muru muru butter

STEP 2



nourishing shampoo

STEP 3



intensive treatment



integrity system

Restructuring treatment for dry/damaged hair

STEP 1



integrity booster

STEP 2



nourishing shampoo

STEP 3



integrity repairing hair

STEP 4



nourishing conditioner

Restructuring treatment for very damaged hair

STEP 1



integrity booster

STEP 2



nourishing shampoo

STEP 3



integrity repairing hair

STEP 4



intensive treatment

→ **nourishing muru muru butter**

nourishing pre-shampoo treatment

**Nourishing Muru Muru butter for all hair types.**

A unique mix for a deep nourishing treatment. It leaves the hair soft, nourished and shiny even after the first application.

**Use 1:** very damaged hair: distribute over dry lengths and ends before shampooing the hair, leave in for 3 to 5 minutes. Rinse with integrity nourishing shampoo and continue the treatment with integrity nourishing conditioner or intensive treatment.

**Use 2:** dry hair: mix integrity nourishing Muru Muru butter with integrity nourishing conditioner or intensive treatment, distribute over hair after shampooing, leave in for 3 to 5 minutes, comb and rinse.



→ **integrity repairing hair**

repairing hair

**Concentrated protein hair repairing treatment.**

A concentrated protein repair treatment with amino acids, ideal to restructure and restore damaged and chemically treated hair, leaving it soft and radiant. It contains organic Muru Muru extract with a conditioning and nourishing action.

**Use:** distribute the entire content of the vial over clean wet hair, leave in for 5/10 minutes then rinse.



→ **integrity booster**

pre-shampoo protein treatment

**Concentrated nourishing hair supplement.**

Its formula with amino acid proteins is ideal to restructure and restore damaged or chemically treated hair. It also helps to preserve hair color. It contains organic Muru Muru butter with a conditioning and nourishing action.

**Use:** shake the bottle. Before washing the hair and while it is still dry, spray the booster over dry lengths and ends, dry the hair with a blow dryer and then rinse with integrity nourishing shampoo.



→ **nourishing conditioner**

nourishment

**Deep nourishing conditioner.**

Formulated specifically to condition and nourish all hair types preserving the integrity of hair color. It contains organic Muru Muru butter with a conditioning and nourishing action.

**Use:** apply and distribute over clean damp hair. Comb and leave in for 2-3 minutes. Rinse well.



→ **nourishing shampoo**

cleansing

**Nourishing shampoo for all hair types.**

Cleanses gently with its formula containing organic Muru Muru butter that is salt-free and sulphate-free, helping to maintain hair color. It nourishes, conditions and moisturizes instantly, eliminating frizz, leaving hair soft and radiant.

**Use:** distribute over wet hair. Lather and rinse. Repeat if necessary.



→ **intensive treatment**

deep nourishment

**Deep nourishing treatment for all hair types with organic Muru Muru butter.**

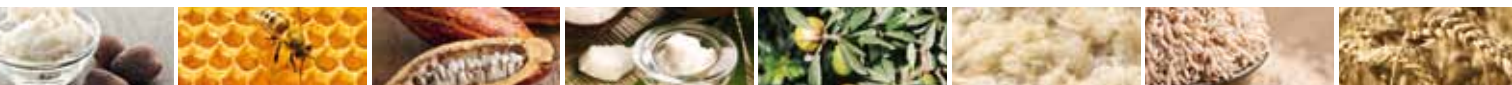
A specific formula to deeply nourish the hair and eliminate frizz. For all hair types. It seals the cuticle and gives softness, shine and detangles the hair whilst preserving the integrity of hair color.

**Use:** distribute over clean damp hair. Leave in for 3 to 5 minutes, comb and rinse. For particularly damaged hair cover the hair with a cap and leave under a heat source for 5 minutes, cool off and then rinse.



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**milk\_shake®**



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