



ODIN
New York

01

FORMULA ONE
FORMULE 01
EAU DE TOILETTE
100ml / 3.4 FL. OZ.

ODIN
New York

02

FORMULA TWO
FORMULE 02
EAU DE TOILETTE
100ml / 3.4 FL. OZ.

ODIN
New York

03

FORMULA THREE
FORMULE 03
EAU DE TOILETTE
100ml / 3.4 FL. OZ.









COLOUR WITH STRENGTH AND SHINE

Uniquely designed as a colour and treatment in one.
This luminous, demi-permanent **colour** goes beyond **shine**
to reconstruct and deeply moisturise the hair for incredible
strength that increases every time you colour.

Proven results in one application
Hair is 25% stronger and 37% thicker¹

¹On pre-lightened hair



KEVIN.MURPHY+ COLOR.ME GLOSS™



k

KEVIN.MURPHY

tangle me
not

REPAIR-ME WASH
250 mL / 8.4 FL. Oz. Liq. ¹

REPAIR-ME RINSE
250 mL / 8.4 FL. Oz. Liq. ¹

UNTANGLED
150 mL / 5.1 FL. Oz. Liq. ¹

PLEASE RECYCLE ME!
KEVINMURPHY.COM.AU

tangle me
not

NO NEED TO PULL PETALS
OFF OF FLOWERS TO FIND
OUT WHICH PRODUCTS ARE
PERFECT FOR YOUR HAIR.
USE UNTANGLED AS YOUR
SECRET WEAPON TO TAME
THOSE TANGLED TANGLES.
REPAIR-ME WASH AND
RINSE LEAVE YOUR HAIR
FEEL REFINED AND
RESTORED.

REPAIR-ME WASH
250 mL / 8.4 FL. Oz. Liq. ¹

Nourish overtreated hair back to
life and make dry, damaged frizzy
over-processed hair a thing of
the past with this wash full of
powerful proteins and amino acids.

REPAIR-ME RINSE
250 mL / 8.4 FL. Oz. Liq. ¹

Repair, renew and restore dry,
damaged, frizzy hair with this
deeply nourishing and strengthening
conditioner that is packed with a
powerhouse of proteins and enzymes.



UNTANGLED
150 mL / 5.1 FL. Oz. Liq. ¹

Leave-in conditioner with a complex
blend of 6 highly beneficial
Australian Fruit Extracts help to
detangle, strengthen and restore
the hair to sleek perfection.

SKINCARE
FOR
YOUR HAIR

REPAIR-ME WASH INGREDIENTS: Water, Sodium Sulfate, Sodium Benzoate, Sodium Chloride, Sodium Citrate, Sodium Cocoyl Sulfate, Cocamidopropyl Betaine, Polyquaternium-15, Polyquaternium-7, Polyquaternium-6, Polyquaternium-5, Polyquaternium-4, Polyquaternium-3, Polyquaternium-2, Polyquaternium-1, Polyquaternium-11, Polyquaternium-12, Polyquaternium-13, Polyquaternium-14, Polyquaternium-15, Polyquaternium-16, Polyquaternium-17, Polyquaternium-18, Polyquaternium-19, Polyquaternium-20, Polyquaternium-21, Polyquaternium-22, Polyquaternium-23, Polyquaternium-24, Polyquaternium-25, Polyquaternium-26, Polyquaternium-27, Polyquaternium-28, Polyquaternium-29, Polyquaternium-30, Polyquaternium-31, Polyquaternium-32, Polyquaternium-33, Polyquaternium-34, Polyquaternium-35, Polyquaternium-36, Polyquaternium-37, Polyquaternium-38, Polyquaternium-39, Polyquaternium-40, Polyquaternium-41, Polyquaternium-42, Polyquaternium-43, Polyquaternium-44, Polyquaternium-45, Polyquaternium-46, Polyquaternium-47, Polyquaternium-48, Polyquaternium-49, Polyquaternium-50, Polyquaternium-51, Polyquaternium-52, Polyquaternium-53, Polyquaternium-54, Polyquaternium-55, Polyquaternium-56, Polyquaternium-57, Polyquaternium-58, Polyquaternium-59, Polyquaternium-60, Polyquaternium-61, Polyquaternium-62, Polyquaternium-63, Polyquaternium-64, Polyquaternium-65, Polyquaternium-66, Polyquaternium-67, Polyquaternium-68, Polyquaternium-69, Polyquaternium-70, Polyquaternium-71, Polyquaternium-72, Polyquaternium-73, Polyquaternium-74, Polyquaternium-75, Polyquaternium-76, Polyquaternium-77, Polyquaternium-78, Polyquaternium-79, Polyquaternium-80, Polyquaternium-81, Polyquaternium-82, Polyquaternium-83, Polyquaternium-84, Polyquaternium-85, Polyquaternium-86, Polyquaternium-87, Polyquaternium-88, Polyquaternium-89, Polyquaternium-90, Polyquaternium-91, Polyquaternium-92, Polyquaternium-93, Polyquaternium-94, Polyquaternium-95, Polyquaternium-96, Polyquaternium-97, Polyquaternium-98, Polyquaternium-99, Polyquaternium-100.

REPAIR-ME RINSE INGREDIENTS: Water, Sodium Sulfate, Sodium Benzoate, Sodium Chloride, Sodium Citrate, Sodium Cocoyl Sulfate, Cocamidopropyl Betaine, Polyquaternium-15, Polyquaternium-7, Polyquaternium-6, Polyquaternium-5, Polyquaternium-4, Polyquaternium-3, Polyquaternium-2, Polyquaternium-1, Polyquaternium-11, Polyquaternium-12, Polyquaternium-13, Polyquaternium-14, Polyquaternium-15, Polyquaternium-16, Polyquaternium-17, Polyquaternium-18, Polyquaternium-19, Polyquaternium-20, Polyquaternium-21, Polyquaternium-22, Polyquaternium-23, Polyquaternium-24, Polyquaternium-25, Polyquaternium-26, Polyquaternium-27, Polyquaternium-28, Polyquaternium-29, Polyquaternium-30, Polyquaternium-31, Polyquaternium-32, Polyquaternium-33, Polyquaternium-34, Polyquaternium-35, Polyquaternium-36, Polyquaternium-37, Polyquaternium-38, Polyquaternium-39, Polyquaternium-40, Polyquaternium-41, Polyquaternium-42, Polyquaternium-43, Polyquaternium-44, Polyquaternium-45, Polyquaternium-46, Polyquaternium-47, Polyquaternium-48, Polyquaternium-49, Polyquaternium-50, Polyquaternium-51, Polyquaternium-52, Polyquaternium-53, Polyquaternium-54, Polyquaternium-55, Polyquaternium-56, Polyquaternium-57, Polyquaternium-58, Polyquaternium-59, Polyquaternium-60, Polyquaternium-61, Polyquaternium-62, Polyquaternium-63, Polyquaternium-64, Polyquaternium-65, Polyquaternium-66, Polyquaternium-67, Polyquaternium-68, Polyquaternium-69, Polyquaternium-70, Polyquaternium-71, Polyquaternium-72, Polyquaternium-73, Polyquaternium-74, Polyquaternium-75, Polyquaternium-76, Polyquaternium-77, Polyquaternium-78, Polyquaternium-79, Polyquaternium-80, Polyquaternium-81, Polyquaternium-82, Polyquaternium-83, Polyquaternium-84, Polyquaternium-85, Polyquaternium-86, Polyquaternium-87, Polyquaternium-88, Polyquaternium-89, Polyquaternium-90, Polyquaternium-91, Polyquaternium-92, Polyquaternium-93, Polyquaternium-94, Polyquaternium-95, Polyquaternium-96, Polyquaternium-97, Polyquaternium-98, Polyquaternium-99, Polyquaternium-100.

KEVIN.MURPHY

hi-t EXPRESS YOURSELF

hi-t is a high-Trend report by KEVIN.MURPHY. These semi-annual reports feature the trends and help guide and educate salons and stylists to support their teams using professional tools from L'Oréal, L'Oréal Professionnel and Sebastian.



High-Trend Report

LETTER FROM KEVIN

Short hair is an expression of modernity.

How we express our outward appearance has always been a construct of who we are as human beings. Updating or changing our look is rarely by accident and almost always used to express what we feel, where we are and who we belong with. Additionally, an update in hair colour or a fresh new cut has shown the potential to boost self-confidence and leave people feeling empowered. The haircut may be perceived as an accessory, but in this hi-Trend Report EXPRESS YOURSELF, you will see so much more.

Short hair has a voice, a cycle and a feeling regardless of the age that it sits in. In the vein of looking back to go forward we explore what exactly it is about the simple act of cutting one's hair that seems to represent confidence, individuality and is an indicator of a movement to "break" from something that we have outgrown. In this time right now and in the light of the social and political upheaval we are living in, I see this as a move to collective consciousness. We want to "Express" ourselves as one of the tribe, one who in the light of Mr. Toi and BLM agrees with the rethink of society and the breaking down of old value systems that we can no longer align with.

Individuals make choices on their lifestyle but also on their tribe, as we move into collective consciousness post pandemic it is again the age of emancipation, a freedom that is gained and the desire to represent what freedoms have been gained post the events that started it all. Included in this package is "Walking in Antwerp" where we look at short hair from sleek to hard edged shapes along with more ornate and refined shapes and textures as well. There will be a rejuvenation of timeless styles from the past to revive the aesthetics for a brand new style statement.

EXPRESS YOURSELF

Kevin
Kevin Murphy



SHORT HAIR



FASHION

Fashion has a long use as a political tool. Haircuts can affect the relationships between people and can help them identify as both an individual and a collective. People have often used the act of cutting one's hair to symbolize a pivot, a change and a renewal of self. Fashion can be political and is a soft power but nonetheless it is a power that can help to break down walls and help people express themselves.

PERFORMANCE

A short haircut, if viewed as the ultimate statement-based accessory must feel and look lived in. Regardless of our natural texture or texture number 1 is the product that helps us unlock the possibilities we have. We have the products to solve hair concerns that can be curated at an individual level, but it comes down to knowing which products work for them. We highlight why specific products work for specific hair types, so you have the knowledge to recommend the perfect product choices that lead to hair expression.

ENVIRONMENT

At KEVIN.MURPHY we harness the best of science and the best of nature to give you formulations that drive results forward. We look to sustainable harvesting practices and always look to tread lightly on the earth. Our choice of ingredients from plant based butters and proteins to silky oils to deliver moisture or hold, and sometimes a combination of both, show our commitment to the environment and our core value in "The Choices We Make".

SHORT HAIR ICON THE BOB

REPRODUCED
Nathan Garmy's work on the Bob.



FOR SHORT HAIR

Social Plan

POST 1	POST 2	POST 3	POST 4	POST 5	POST 6
Your Product Picks IN SHOWER SALVATION: YOUNGKIGAN DRY RISE YOUNGKIGANMOISTURE	Your Product Picks IN SHOWER TONIC: BLANCHON DRY ANGLE ANGLE	Your Product Picks IN SHOWER DICKENS: BLANCHON DRY ANGLE ANGLE	Your Product Picks IN SHOWER DICKENS: BLANCHON DRY ANGLE ANGLE	Your Product Picks IN SHOWER DICKENS: BLANCHON DRY ANGLE ANGLE	Your Product Picks IN SHOWER DICKENS: BLANCHON DRY ANGLE ANGLE
POST SHOWER SALES: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER	STYLING TIPS: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER	STYLING TIPS: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER	STYLING TIPS: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER	STYLING TIPS: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER	STYLING TIPS: L'ORÉAL PROFESSIONNEL YOUNGKIGAN DRY CONDITIONER

hi-T ExpressYourself | shorthairstyles | lovekm

“Short hair has always been about architecture and geometry, what defines a modern cut is TEXTURISATION”

Kevin

CUTTING TIPS FOR SHORT HAIR

What makes a great short hair cut?
CONCLUSION is key, consider the hair type, texture and density, as well as the facial proportions. INSPIRATION is crucial, references that select accessories and also natural textures. Smart PRODUCT choices, elevate the ways in which your short cut can work for you.

As DESIGNER Pascal van Lierhout says: “The inspiration for me starts with a visual reference, it can be from a sub-culture magazine or an underground area in street culture. For everything you can visualize, there is a way to materialize.”

What are the benefits of the KEVIN.MURPHY curved scissor?
Working with this latest curved tool, unlock motion, make deep incisions that melt into the cut for an organic effect. The ultimate flow frame accessories, caring in shapes around cheekbones, jaw lines and neck lines. Doing hair in the direction you choose.

How do I achieve my desired silhouette?
All great cuts have texture mindfully curated to enhance the shape, balance, etc. Here is a brushcomb, not just to style but to hold the texture they plan to achieve.

We asked Pascal what his must-haves are in his cutting kit:
“My KEVIN.MURPHY COMBSCISSOR, CUTTING SCISSOR, plus my go-to product can't live without — STYLINGSLAKE — which I use on all of my clients.”

Pascal is a true believer that honing your skills, educating and inspiring yourself is what will keep your clients coming back — is what sets you apart as a stylist.

How do you intend to use the scissor to achieve your desired look?
Pascal van Lierhout

How do you intend to use the scissor to achieve your desired look?
Pascal van Lierhout

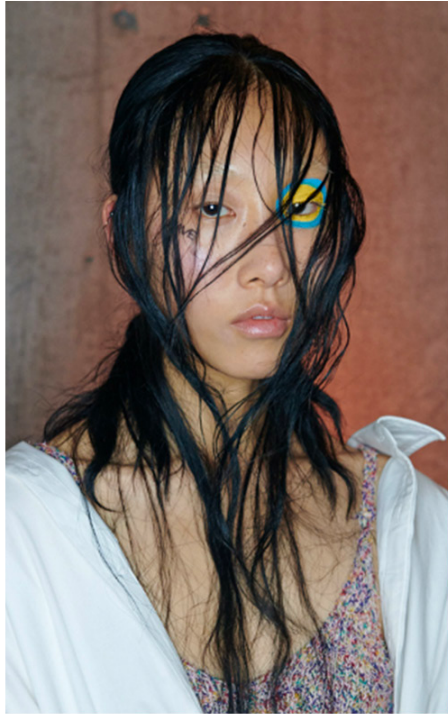
Slick

LOADED: Well rested texture, generous use of treatment as style. “Cool Rise” hat of the moment.

FLAWLESS: Polished volume texture, KEVIN.MURPHY takes on a sleek finish.

YOUNGKIGAN LEAVE-IN REPAIR ANTI-GRAVITY SPRAY
NOIR FLEX
YOUNGKIGAN DRY CONDITIONER
SESSON DRY FLEX
MOTOCULTION

KEVIN.MURPHY



**TEXT
PLACEHOLDER**

SWIPE UP TO VIEW WEBSITE

**SATURDAY
STYLE**