



**KEVIN.MURPHY**

# Kevin: The Session Stylist

A master of his profession, no one understands the transformative power of hair better than Kevin Murphy. His work has graced the covers of all the major global print publications, and he has directed hair teams for countless high-profile fashion houses. Having trained at Vidal Sassoon in London, Kevin returned to Australia to establish himself as one of the country's most sought-after stylists.

Today, Kevin remains at the forefront of an industry that he is deeply committed to and passionate about. From leading the trends with new, innovative hair designs, to creating ground-breaking products that are both kind to the environment and to the hair, Kevin Murphy is recognised amongst his peers as a visionary in the creation of modern hairdressing products and tools.

Now sold in over 60 countries globally, KEVIN.MURPHY has become known for its high quality, high performance, skincare inspired products that work for stylists and their clients - on set or in salon.



**“From the very start I wanted to create a range that would take hair trends in new directions. Each year we celebrate this innovation with a collection that brings it all together. Everything is driven by my desire to give you the products and tools needed to create those special moments yourself.”**

**KEVIN MURPHY**

We create products that are designed to fulfill the needs and desires of our clients and stylists alike. Our products have been highlighted in various publications around the world, and have been honoured with awards for their innovation and performance. In order to bring our brand to life inside the salon, we've created inspiring visual tools for an engaging experience that will build loyalty and appeal while generating a positive overall impact on your business.

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**“The lack of products that performed as I needed them to perform on a shoot forced me to go beyond conventional hair products and look into the advancements being made with skincare.”**

KEVIN MURPHY





# Skincare for your hair

Born from the same philosophy as skincare, KEVIN.MURPHY products are weightlessly designed to deliver performance, strength and longevity. Combining advanced scientific knowledge with the very best natural ingredients, KEVIN.MURPHY products provide the tools to recreate high-fashion runway looks in the salon and at home, while always remaining kind to the environment. A powerhouse of antioxidants from natural sources such as Orchid, Lotus Flower and Desert Lime, help to reduce breakage and assist in repairing the look and feel of chemically damaged hair.



# The Choices We Make

At KEVIN.MURPHY we care about the ENVIRONMENT and recognise the seriousness of dangerous climate change. We have always been a company that puts sustainability high on its priority list and takes great pride in the THE CHOICES WE MAKE.

## **Naturally Derived Ingredients**

To ensure the KEVIN.MURPHY range is of the very highest quality, we use natural ingredients from sources that are sustainable and renewable and are harvested utilising methods that do not cause any harm to the environment.

## **Conscientious Packaging**

We choose to use packaging that is made from post-consumer waste, and all of our secondary packaging is made from paper or cardboard. We also choose square packaging that holds more volume and uses 40% less plastic in an aim to take up less space.

## **Giving Back**

As our commitment to the environment and climate change continues to grow, **THE HEART OF KEVIN.MURPHY** is the area in which we focus our efforts towards charity and giving back to the community. THE HEART OF KEVIN.MURPHY is a non-profit arm of the company and its sole purpose is to fund charities that are close to our hearts and are in need of help, focusing on both human and environmental issues.

To learn more about THE CHOICES WE MAKE, visit [WWW.KEVINMURPHY.COM.AU](http://WWW.KEVINMURPHY.COM.AU).



# Volume

Deliver volume, fullness and body to fine, limp hair with this infusion of Mango, Cocoa Butter, Green Tea and Lavender Rose Hip Extracts.

## ANGEL.WASH

Volumising, sulphate free shampoo for fine, dry, colour treated hair gently cleanses and protects hair.

## ANGEL.RINSE

Weightless volumising conditioner helps moisturise and protect fine, dry and colour treated hair without weighing it down.

## ANGEL.MASQUE

Strengthening and thickening conditioning treatment for fine hair with Quinoa Protein, Lotus Flower and Bamboo Extracts that bring moisture and repair deep into the hair while delivering radiant shine.



## ANTI.GRAVITY.SPRAY

Non-aerosol spray that adds weightless volume and hold, and reinforces shine to all hair types.

## POWDER.PUFF

Volumising powder that delivers instant volume and texture from roots to ends.

## BODY.BUILDER

Lightweight volumising mousse with Essential Oil of Tangerine that locks down the cuticle to create shine, while Vitamin B5 binds moisture onto the hair giving it flexible fullness and hold.

## ANTI.GRAVITY

Oil free volumiser and texturiser that produces bigger, thicker hair.

# Curl

Define, enhance and perfect curly and wavy hair with weightless moisturisers plus Geranium and 6 Australian Fruit Extracts that treat your hair as you style.



## EASY.RIDER

Flexible hold anti-frizz crème activates curls with added vitamins that treat your hair as you style.

## MOTION.LOTION

Weightless lotion controls frizz and enhances messy, sexy waves and curls with powerful antioxidants that nourish hair while adding natural shine and manageability.

## KILLER.CURLS

A leave-in anti-frizz curl defining crème refines medium to coarse, curly or wavy hair.

## KILLER.WAVES

A weightless curl enhancer for fine wavy or curly hair that leaves hair feeling thicker.



## HAIR.RESORT

Oil free texturising lotion for a sexy surfer look that defies gravity and defines long and fine hair.

## HAIR.RESORT.SPRAY

Texturising hairspray that delivers instant "day at the beach" hair.

## FRESH.HAIR

A dry cleaner for hair that removes odours, excess oil and all your sins from the night before.

# Texture

Give your hair body and texture for that sexy, messy beach look infused with Honey, Citrus and Tangerine.

# Hydrate

Weightlessly moisturise and soften dry hair with Shea Butter and Kakadu Plum.

## HYDRATE-ME.WASH

Moisturising shampoo infused with Kakadu Plum that creates a silky feel, sensual touch and is great for colour treated hair.

## HYDRATE-ME.RINSE

Moisturising conditioner with Kakadu Plum that hydrates and infuses the hair with moisture and gloss.

## HYDRATE-ME.MASQUE

Smoothing masque for frizzy or coarse, colour treated hair. Contains Kakadu Plum, Seaweed and vitamin-charged treatment capsules to deliver hydration and moisture.



## UN.TANGLED

Leave-in conditioner formulated with a complex of nourishing Australian Fruit Extracts. Detangles, strengthens and restores hair with added heat protection.

## SHIMMER.SHINE

Reparative mist containing Vitamins C and E, Baobab, Immortelle and Bamboo Extracts treats and revives hair while delivering radiant shine.

HYDRATE-ME.WASH  
Kakadu Plum infused moisture delivery shampoo for coloured hair  
Shampooing hydratant infusé à la prune de kakadu pour cheveux colorés  
250 mL / 8.4 Fl. Oz. Liq. e

KEVIN.MURPHY  
SHIMMER.SHINE  
Repairing shine mist  
Bruine brillante réparatrice  
TWIRL ME BEFORE USE  
FAITES-MOI TOURNOYER  
AVANT D'UTILISER  
100 mL  
3.4 Fl. Oz. Liq. e

KEVIN.MURPHY

UN.TANGLED  
Leave-in conditioner, detangler  
Revitalisant sans rinçage, démêlant

150 mL / 5.1 Fl. Oz. Liq. e

KEVIN.MURPHY

HYDRATE-ME.RINSE  
Kakadu Plum infused moisture delivery system for coloured hair  
Système hydratant infusé à la prune de kakadu pour cheveux colorés  
250 mL / 8.4 Fl. Oz. Liq. e



# Rejuvenate

Nourish and restore youthful lustre and softness to ageing, brittle or tired hair with Baobab, Immortelle, and Lotus Flower, plus 20 Amino Acids.



## YOUNG.AGAIN.WASH

Restorative shampoo containing a complex of 17 Amino Acids, Lotus Flower conditions and soothes helping to renew youthful luster and shine to dry brittle hair.

## YOUNG.AGAIN.RINSE

Revitalising conditioner strengthens hair with Amino Acids, Bamboo and Lotus Extracts, whilst Baobab and Mango Seed Oils smooth frizz for more youthful looking hair.

## YOUNG.AGAIN.MASQUE

Deep conditioning restorative masque, with complex of 20 Amino Acids, Quinoa and Rice Proteins, Immortelle, Lotus Flower and Baobab Seed Oils to rejuvenate and add shine to dry, damaged or brittle hair.

## YOUNG.AGAIN

Weightless leave-in treatment oil that intensely conditions, smoothes and restores elasticity to hair while infusing hair with shine and protection from heat and the environment.

## YOUNG.AGAIN DRY CONDITIONER

Condition your hair between washes with this silky dry conditioner containing Immortelle, Sunflower Seed Extract and Babassu Oil for a healthy look and feel.



## REPAIR-ME.WASH

Reconstructing shampoo with powerful enzymes from Pineapple and Papaya and superfood proteins from the Humble Pea, strengthens hair while gently removing impurities.

## REPAIR-ME.RINSE

Reconstructing strengthening conditioner containing enzymes derived from Pineapple and Papaya and superfood proteins from the Humble Pea helps repair dry, damaged, and brittle colour treated hair.

## RE.STORE

Weekly reconstructing surfactant free co-wash with enzymes derived from Pineapple and Papaya as well as superfood proteins from the Humble Pea, helps to rebuild and restore hair with elasticity, strength and moisture.

## LEAVE-IN.REPAIR

Weightless leave-in treatment revitalises fragile or damaged hair, and stops hair breakage due to brittleness.

# Repair

Repair, reconstruct and strengthen dry, damaged hair with a powerful blend of Pineapple and Papaya Enzymes and Green Pea Protein.

# Smooth

Smooth, soften and defrizz thick, coarse or unruly hair with Mango, Shea and Murumuru Butter.



## SMOOTH.AGAIN.WASH

Targeted smoothing shampoo for thick, coarse hair featuring Monoi Oil to soothe and protect hair while softening.

## SMOOTH.AGAIN.RINSE

Smoothing conditioner refines unruly hair using Cocoa Seed Butter to act as a natural layer of protection to seal ends and reduce frizz.

## SMOOTH.AGAIN

Leave-in smoothing lotion with Immortelle and Baobab Seed Oil provides style control and eliminates frizz for silky, more touchable hair.

## EVER.SMOOTH

Activated by the heat of your blow dryer, this weightless spray creates the ultimate silky, smooth blow dry with softness, volume and a frizz free finish.

# Detox

Detoxify and gently exfoliate to remove unwanted mineral and product buildup while stimulating and balancing hair and scalp with a blend of botanicals like, Papaya and Tea Tree Extracts.



#### MAXI.WASH

Gentle, deep cleansing shampoo that removes buildup of unwanted product and minerals to brighten and purify hair.

#### BALANCING.WASH

A fresh blend of botanicals makes this the perfect daily shampoo for hair strength and vitality.

#### STIMULATE-ME.WASH

Daily shampoo featuring Camphor Crystals, Bergamot and Black Pepper to awaken and clarify hair and scalp.

#### STIMULATE-ME.RINSE

Refreshing daily conditioner that helps to soothe and cool the hair and scalp.

#### THICK.AGAIN

Thickening lotion with Citrus Flavonoids, and Ginger Root Nettle helps to thicken hair and prevent breakage, while Oleanic Acid helps to fortify and strengthen hair from the root.



#### SCALP.SPA SCRUB

A purifying pre-wash that treats your hair and scalp as gently as you would your skin and is designed to softly scrub away impurities from the scalp and hair follicle to provide the foundations for optimal scalp health and hair growth. It can also be used as a body scrub!

#### SCALP.SPA WASH

A specially formulated shampoo designed to soothe and cleanse the scalp, leaving the hair feeling clean and moisturised.

# Scalp.Spa

Packed with skin loving ingredients like Micelles and Celery Seed Extract to help gently remove dirt and impurities while helping to maintain moisture and soothe the scalp.

# Thickening

Strengthen and densify fine, thin hair with a fusion of Ginger Root and Nettle Extracts inspired by Advanced Eyelash Technology.

## PLUMPING.WASH

Densifying shampoo for fine hair infused with Ginger Root and Nettle Extract to help revitalise, refresh and add fullness to hair.

## PLUMPING.RINSE

A thickening conditioner with Lovely Hemsleya Root and rich in Oleanolic Acid, helps to nourish and restore fine, thin hair.

## BODY.MASS

Thicken hair and help prevent breakage with this leave-in conditioning treatment infused with Nettle Extracts and Oleanolic Acid that helps to fortify and strengthen hair at the root.



## STAYING.ALIVE

Weightless leave-in treatment instantly repairs fine, damaged or colour treated hair.

## FULL.AGAIN

Weightless lotion containing essential oils of Amyris and Elemi thickens hair and provides natural movement and body.

## DOO.OVER

Dry finishing spray with holding power that creates a soft, lived-in finish that lasts.

KEVIN.MURPHY  
PLUMPING.WASH  
Densifying shampoo  
for thinning hair  
Reconstituant densifiant pour  
cheveux clairsemés  
250 mL  
8.4 Fl. Oz. Liq. e

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KEVIN.MURPHY

## DOO.OVER

Dry powder  
finishing hairspray  
Fixatif de finition  
en poudre sèche

SHAKE WELL  
BEFORE EACH USE  
BIEN AGITER AVANT  
CHAQUE UTILISATION

250 mL / 8.5 Fl. Oz. e  
Net Wt. 199 g / 7 oz

KEVIN.MURPHY

## BODY.MASS

Leave-in plumping  
conditioning treatment  
Traitement revitalisant  
densifiant sans rinçage

10  
3.4

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KEVIN.MURPHY

## PLUMPING.WASH

Densifying shampoo  
for thinning hair  
Shampooing densifiant pour  
cheveux clairsemés

250 mL  
8.4 Fl. Oz. Liq. e

# Blonde

Refresh and repair brassy and yellowed blonde and grey tones with Optical Brighteners, Lavender and Jojoba Seed Oil to restore shine.



## **BLONDE.ANGEL.WASH**

Revitalise blonde or grey tones with this Lavender-infused colour enhancing shampoo that contains Optical Brighteners to rescue dulled colour and bring back shine.

## **BLONDE.ANGEL**

Colour enhancing treatment conditioner to moisturise and soften bleached, highlighted and grey hair. Colour enhancers refresh and repair brassy and yellowed blonde tones.

## **SHIMMER.ME BLONDE**

Repairing shine treatment for blonde hair. Colour enhancers, optical brighteners and natural softeners moisturise, restore and refresh lightened, highlighted and blonde shades.

# Protect

Protect your hair against heated tools and mechanical damage. Provides extreme heat protection up to 232°C / 450°F.



## **HEATED.DEFENSE**

New technology in a lightweight invisible foam that smooths surface of the hair and provides a layer of conditioning while forming a weightless protective shield providing extreme heat protection.

# Style / Control

Mold, hold, create and control hairstyles with high performance formulas enriched with naturally derived Ivy, Green Tea and Bamboo Extracts.



## NIGHT.RIDER

Tough hold and a rough matte texture for short or choppy looks.

## ROUGH.RIDER

Moldable styling clay creates a matte defined look. Infused with Soya Bean and Bamboo Extracts to seal ends and provide strength.

## SUPER.GOO

Firm hold, rubbery sculpting gel featuring extracts from Green Tea, Bamboo and Nettle, molds hair with a natural finish that won't flake.

## UN.DRESSED

A natural style fibre crème infused with Black Pepper, Honey and Ivy Extracts creates a loose, undone look.

## FREE.HOLD

Flexible hold styling paste with essence of Bergamot provides a natural shine and finish.

## FREE.HOLD

Flexible hold styling paste with essence of Bergamot provides a natural shine and finish.

## BEDROOM.HAIR

Light flexible hairspray that adds shine and hold to create dishevelled texture and a "lived-in" look. Ideal for all hair types.

## TOUCHABLE

A weightless finishing spray wax that maintains texture and hold, to reinforce the appearance of separation; with Hibiscus Flower Extract, Milk Thistle, Sea Lavender and Carrot Seed Oil for conditioning, protection and a satin sheen.

## SESSION.SPRAY FLEX

A light, flexible finishing spray that uses memory copolymers to selectively bind to regions of the hair to create a flexible and long lasting hold.



## SESSION.SPRAY

Strong hold finishing spray delivers weightless, lasting hold with natural fragrance oils and UV shield for colour protection.



**RETOUCH.ME**

Available in four colours: Black, Dark Brown, Light Brown and Auburn. This lightweight root touch-up spray gives instant and seamless concealing between colour services offering a variety of multi-tonal options to blend away grey without flaking.

# Colour.Care

Designed to enhance and perfect colour treated hair between colour services.



**SUGARED.ANGEL\***  
Creamy beige colour enhancing shine treatment.

**COOL.ANGEL\***  
Cool ash colour enhancing shine treatment.

**CRYSTAL.ANGEL\***  
Illuminating gloss colour enhancing shine treatment.

**AUTUMN.ANGEL\***  
Apricot rosé colour enhancing shine treatment.

\* See your sales rep for availability



# PRODUCT COLLECTION

## WASHES

HYDRATE-ME.WASH  
SMOOTH.AGAIN.WASH  
REPAIR-ME.WASH  
ANGEL.WASH  
PLUMPING.WASH  
BLONDE.ANGEL.WASH  
YOUNG.AGAIN.WASH  
BALANCING.WASH  
STIMULATE-ME.WASH  
MAXI.WASH  
SCALP.SPA SCRUB  
SCALP.SPA WASH

## COLOUR.CARE

RETOUCH.ME  
SUGARED.ANGEL  
COOL.ANGEL  
CRYSTAL.ANGEL  
AUTUMN.ANGEL

## TREAT.ME

MOISTURE  
STRENGTH  
ELIXIR

## RINSES

HYDRATE-ME.RINSE  
SMOOTH.AGAIN.RINSE  
REPAIR-ME.RINSE  
ANGEL.RINSE  
PLUMPING.RINSE  
YOUNG.AGAIN.RINSE  
STIMULATE-ME.RINSE

## TREATMENTS

HYDRATE-ME.MASQUE  
UN.TANGLED  
SHIMMER.SHINE  
SHIMMER.ME BLONDE  
RE.STORE  
LEAVE-IN.REPAIR  
ANGEL.MASQUE  
BODY.MASS  
STAYING.ALIVE  
BLONDE.ANGEL  
YOUNG.AGAIN.MASQUE  
YOUNG.AGAIN

## PROTECT

HEATED.DEFENSE

## STYLING

ANTI.GRAVITY.SPRAY  
POWDER.PUFF  
BODY.BUILDER  
FULL.AGAIN  
DOO.OVER  
SMOOTH.AGAIN  
EASY.RIDER  
MOTION.LOTION  
KILLER.CURLS  
KILLER.WAVES  
ANTI.GRAVITY  
HAIR.RESORT  
HAIR.RESORT.SPRAY  
FRESH.HAIR  
NIGHT.RIDER  
ROUGH.RIDER  
SUPER.GOO  
UN.DRESSED  
FREE.HOLD  
THICK.AGAIN  
BEDROOM.HAIR  
SESSION.SPRAY  
SESSION.SPRAY FLEX  
TOUCHABLE  
YOUNG.AGAIN DRY CONDITIONER  
EVER.SMOOTH



# TOOLS

## HAIR.CURLERS. MEDIUM & LARGE

These curlers have tiny hair like ridges that feed hair evenly onto the surface and circular vents that improve air circulation for even cooling and a smoother wave. Self-fastening and snag free.

## BRUSHES

Made from 100% natural sustainable bamboo, our eco-friendly brushes are not only waterproof but also lightweight in order to eliminate hand and wrist fatigue.

**SMALL.ROLL.BRUSH**  
**SMOOTHING.BRUSH**  
**STYLING.BRUSH**  
**DETAILING.BRUSH**

## WAVE.CLIP

The WAVE.CLIP allows you to create a modern beach wave or make unruly hair have a more uniform finish. The hair will be smooth and fly-aways are kept to a minimum.

## PIN.CLIPS

This one prong clip stops the hair from getting marked and ruining the finish of your style. PIN.CLIPS are really strong and do not slip off. They are the perfect complement to making waves sit where you want them.

## TEXTURE.COMB

Specially designed to keep texture and movement in your hair, but with control. The TEXTURE.COMB gives your style a kept look but allows a look that has freedom and controls frizz and fly-aways. For best results or to control an unruly style, use after styling on dry hair. Suits curly hair that needs to be tamed. Neatens hair without frizzing.

## CUTTING.COMB

The CUTTING.COMB has been designed to the highest standards of precision and quality. Made from a unique and durable plastic used in engine parts that require precision and dimensional stability, the CUTTING.COMB is strong with straight edges to assist in a clean cut.

## CURVED.SCISSOR

This scissor was specially designed for KEVIN.MURPHY by a master craftsman who has been in the business of designing unique tools for over 40 years. This special C-shaped scissor will produce everything from a curved line to a wave formation and encourages movement into hair.

## TAIL.COMB

Specially designed for strength and durability, the unique pick at the end of the TAIL.COMB allows ease of sectioning and faster manipulation of the hair. It is made from a unique and durable plastic commonly used in engine parts that require precision and dimensional stability.

## TEXTURE.NET

The TEXTURE.NET is the perfect tool for natural dries and scrunch dries on curly hair. The net acts like a big diffuser and completely eradicates fly-aways.

## SEWING.KIT

This kit includes three colours of linen thread and two sewing needles. The linen thread is extremely durable and has tiny imbrications that catch onto the hair, allowing you to create the seamless "hair up." When you have to insert flowers or jewelry into the hair, sewing those items is the only way to get them to stay in seamlessly for the whole day.



# COLOR.ME TOOLS

## COLOUR.PALETTE

Colour like an artist with this exclusive COLOR.ME by KEVIN.MURPHY palette designed for freehand techniques. Constructed of durable, lightweight material with product reservoir for ease of application.

## COLOUR TAIL.COMB

Constructed of durable carbon and featuring a straight, long, thin tail, the COLOR.ME COLOUR TAIL.COMB is a must-have for precise, perfect colour at every appointment.

## COLOUR.BRUSH, PRECISION COLOUR.BRUSH, ANGLED PRECISION.BRUSH

COLOR.ME by KEVIN.MURPHY COLOUR BRUSHES feature premium bristles and a sleek design for optimal colour application.

## COLOUR.WHISK

The premium WHISK features a sleek, innovative design for precise colour mixing with minimal colour waste and optimal functionality.

## LIGHTENING.WAND

Create subtle, natural looking highlights with dimension in one easy motion while significantly reducing the amount of time spent behind the chair. Features an expertly crafted Velcro-like applicator, sleek, ergonomic shape and eco-friendly bamboo body with colour resistant finish.

## COLOUR.SCALE

This COLOR.ME ELECTRIC.SCALE has been updated to better suit the needs of our colourists. This scale is more compact, more precise, and stays on for longer. Battery operated and with a 180 second shut-off time, this scale is ideal for any kind of colour formulation.

## SUGARCANE.BOWL-LINER

Style meets sustainability with the new SUGARCANE.BOWL-LINER. This convenient and cost-effective insert, made from 100% reusable sugar cane fibre, is designed to fit inside your COLOR.ME colour bowl, reducing the need for rinsing between colour applications, saving precious time between clients while significantly reducing water usage in the salon. Completely compostable within 30 days.

## COLOUR.BOWL

The COLOR.ME by KEVIN.MURPHY premium COLOUR.BOWL is an everyday essential. Its sleek, stylish and highly durable finish, makes it a salon must-have for all colourists. Our COLOUR.BOWL holds up to 250g of colour, which is enough for a global application of long, thick hair, from new growth through to the ends. Most colour bowls only hold up to 180g which means you have to repeatedly mix more colour, but with ours there is no need.

## COLOUR.WHEEL TUBE ROLLER

Using every last drop of colour just got easier with the new COLOURWHEEL Tube Roller by COLOR.ME! This sleek, innovative tool, modeled after a skateboard wheel, is designed specifically for COLOR.ME tubes. Place the end of the tube in the slot and roll the wheel over the tube. This will push the colour towards the bottom, ensuring that you get the most out of each shade! The wheel is both compact and stylish and is both functional and attention grabbing!



# Education

KEVIN.MURPHY education takes its cue from the runway and editorial world and delivers classes and programs that along with our tools and products will improve the skillset of any stylist.

We know that every salon is a snapshot of the world we live in and we aim to unlock stylists' ability to communicate effectively, as well as better, consistently, meet the needs of their clients.

We believe that correctly applied technique with refinement, taste and an ability to communicate all aspects of colour, style and cutting creates life-long clients for you and your team. The client and your professional development are at the centre of everything we teach and we use a range of technologies to deliver this knowledge.

Our dedicated education team of MASTERS and KEY educators offer education classes across all round the world. From foundation to advanced classes on CUT, COLOUR and STYLE techniques, as well as KEVIN.MURPHY and COLOR.ME by KEVIN.MURPHY product knowledge classes, our team has designed a program to fit your needs. Our education team has a mindset of mentorship and an approachable manner that puts your needs first.

Please contact your distributor sales representative for more information on scheduling education for your salon today!

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[WWW.KEVINMURPHY.COM.AU/EDUCATION/IN-SALON-EDUCATION](http://WWW.KEVINMURPHY.COM.AU/EDUCATION/IN-SALON-EDUCATION)



# COLOR.ME

by KEVIN.MURPHY

COLOR.ME is born from Kevin Murphy's vision of fusing session work, fashion and hair colour. This compact colour line delivers high performance, natural looking results and optimum colour functionality. An artful blend of gentle and naturally derived ingredients moisturise, rejuvenate and impart incredible shine without having to further compromise the environment.

## **93 HONEY-BASED SHADES**

A compact colour line that offers the perfect number of shades.

## **HIGH PERFORMANCE**

Imparts beautiful multi-tonal effects, provides brilliant grey coverage and up to 4 levels of lift.

## **OPTIMUM COLOUR FUNCTIONALITY**

Endless possibilities, endless creativity. COLOR.ME is so versatile that it can be used as a demi or permanent colour.

## **THE CHOICES WE MAKE**

Ammonia and PPD Free

Formulated with naturally derived ingredients

100% recyclable outer packaging



## 93 HONEY-BASED SHADES

These high performance, multi-tonal shades provide endless creativity, brilliant grey coverage and natural looking results.

NATURAL    WARM    COOL    HIGH.LIFT    CLEAR    BOOSTER    TONER

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### CREAM.ACTIVATOR

An incredibly creamy and nourishing formula that can be used to create endless demi and permanent hair colour results.

3.5 VOL. 1%    10 VOL. 3%    20 VOL. 6%    30 VOL. 9%    40 VOL. 12%

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### LIQUID.ACTIVATOR

Liquid colour activator allows for ideal colour consistency and quick and easy bottle application.

3.5 VOL. 1%    10 VOL. 3%

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### pH.D

Alkaline to acid pH transformer designed to instantly transform oxidative colour into a gentle acid colouration. Creates new colour opportunities while delivering long lasting brilliance and shine.

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### LIGHTENERS

Curated collection of gentle yet effective formulas to deliver optimum lightening.

#### POWDER.LIGHTENER

These easy-to-use formulas provide amazing clear blonde results and are ideally suited for lightening and highlighting techniques.

#### POWDER.LIGHTENER

Up to 7 levels of lift.

#### POWDER.LIGHTENER AMMONIA-FREE

Up to 6 levels of lift.

#### CREAM.LIGHTENER

Extremely gentle and moisturising, CREAM.LIGHTENER is a brilliant alternative to powder formulas.

#### CREAM.LIGHTENER

Up to 7 levels of lift.

#### CREAM.LIGHTENER AMMONIA-FREE

Up to 6 levels of lift.

#### FREESTYLE.LIGHTENER

Experience creative freedom with this clay-based lightener. Ideal for freehand applications that allows you to be an artist. Paint, lift, highlight and create natural, sun-kissed results with this gentle, no-drip formula. Up to 7 levels of lift.

#### ULTIMATE.LIGHTENER

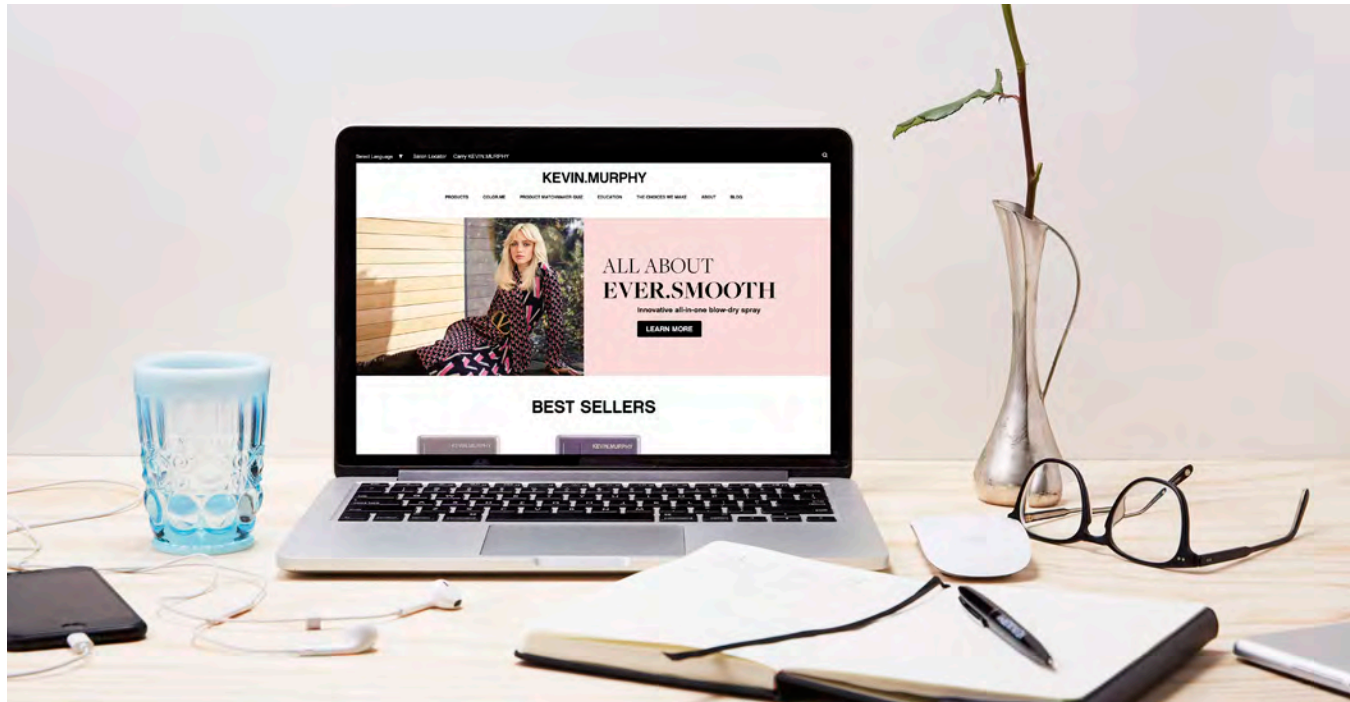
9 levels of lift with bond protection. A high performance lightener offering up to 9 levels of lift and bond protection. Formulated with naturally derived ingredients like Sugar Derivatives, Hydrolysed Rice Protein and Black Cumin Seed Oil, this unique formulation protects while lifting to preserve the integrity of the hair while creating crisp, clean blonde results.





**“Colour influences every area of our lives from the clothing we wear to the environment we live in. COLOR.ME delivers optimum colour functionality and limitless creativity with the ease and convenience of a compact range.”**

**KEVIN MURPHY**



# Connect







Click and connect with the right products for your hair. Visit:

**WWW.KEVINMURPHY.COM.AU**  
**/ALLABOUTYOU**

With the world of **LOVE KEVIN.MURPHY**

Our social media channels and our website provide an insider's look at all things KEVIN.MURPHY; from the latest news, sneak peeks and exclusive behind-the-scenes images, to product tips, prestigious awards and media features. Our digital channels keep you connected with the LOVE KEVIN.MURPHY experience.

**KEVINMURPHY.COM.AU**

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## DIVERSION POLICY

We are committed to helping our salon partners grow and prosper. We feel that we have a responsibility to ensure our products are only available through our partner salons and that we do everything possible to eliminate the diversion of our products from retailers and online sellers.

To this end, we have hired the best legal team and private investigator dedicated to this mandate. The reason we don't allow internet sales is simple yet important to understand.

- + Sales on the internet will most always go to the discounters, as even the most loyal salon customer, if shopping online, will look for the best deal.
- + If a consumer purchases a product online that is not suitable for their hair, they may get disenchanted with the brand, even though they would most likely love the correctly recommended products.
- + Most importantly, the likelihood that a consumer will book a service in a salon online is almost nil compared to the opportunity a salon has to sell a salon service if we make it very difficult to purchase our brand online, therefore requiring the consumer to go to a salon to purchase their KEVIN.MURPHY product.

We will continue our unwavering dedication to eliminating the diversion of our products, giving our salon partners a true point of difference to their clients.



A person's legs are shown from the knees down, wearing dark-colored leggings with a vibrant floral pattern in shades of red, pink, and white. The person is sitting on a wooden bench or pier. In the background, the ocean waves are visible, and a wooden post of the structure is on the left. The scene is framed by a thick black border.

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Australian designed.

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