



KEVIN.MURPHY+
BLONDEHIGH.LIFT

Permanent high lift colour with argan oil

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Coloration ultra éclaircissante permanente avec huile d'argan

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INTRODUCING

KEVIN.MURPHY+ BLONDEHIGH.LIFT

OPTIMUM LIFT, NEUTRALISATION & PROTECTION
FOR ULTRA-LIGHT BLONDE RESULTS

Introducing BLONDE HIGH.LIFT, the first product in the new KEVIN.MURPHY+BLONDE range, featuring 6 high lift shades designed to achieve **ultra-light blonde** results with warm, cool, and neutral options. This gentle yet high-performance solution lightens hair up to five levels for **optimum lift** and **neutralisation**, all while **protecting the hair's integrity**.

Organic Argan Oil helps to naturally nourish and revitalise, while the innovative KM.ARGAN-SPHERE technology suspends spherical droplets of Argan Oil and pigments and scatters them evenly; ultimately creating superior spreadability, fast pigment delivery and penetration, and uniform hair saturation for consistently flawless blonde results.

Six essential shades with an optimised combination of colour pigments offer a variety of blonde possibilities, giving license to shine brightly and brilliantly.

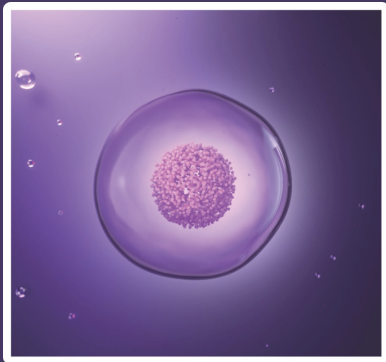


“ Sometimes we choose to lift rather than lighten, and this gentle on the hair yet high-performance solution lightens hair up to five levels for optimum lift and tone. When you use BLONDE HIGH.LIFT, you know what you are getting: an innovative technology with an optimised combination of colour pigments that take out all the guesswork, delivering consistently flawless blonde results without the use of lighteners and toners. Truly time to level up your lift. ”

-Kevin Murphy

KM.ARGAN-SPHERE

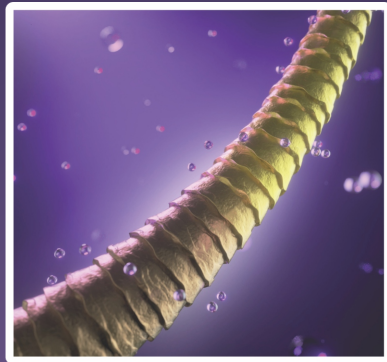
FOR SHINY, HEALTHY-LOOKING HAIR WITH AN EVEN AND NEUTRALISED COLOUR RESULT



STEP 1

KM.ARGAN-SPHERE STABILISATION

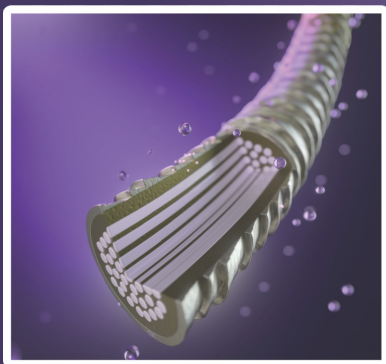
Argan Oil and pigments are stabilised into the KM.ARGAN-SPHERE and form spherical droplets which are then scattered evenly through the formula, resulting in a smooth consistency.



STEP 2

OPTIMUM HAIR LIGHTENING

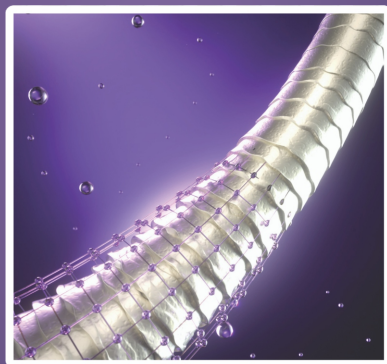
During application, the alkaline agent lifts hair's natural pigment up to 5 levels.



STEP 3

FLAWLESS NEUTRALISATION

KM.ARGAN-SPHERE is activated, delivering the necessary pigment combination into the hair cortex and across the hair matrix. Meanwhile, reflect pigments counteract and neutralise underlying pigment, creating uniform and beautiful blondes.



STEP 4

ULTIMATE PROTECTION

Argan Oil helps to nourish, and smooth the hair fibre for shiny and healthy-looking blonde results.

6 INTERMIXABLE HIGH LIFT SHADES

FOR MULTI-TONAL, SHINY & HEALTHY-LOOKING BLONDES

A range of beautiful high lift shades are ready to take clients to the blonde side, featuring a full spectrum of seamless blonde results from warm to cool to neutral.

Use each BLONDE HIGH.LIFT shade alone or mix together to create your own custom blonde results.



HL 12.0
ULTRA.LIGHT.NATURAL



HL 12.21
ULTRA.LIGHT.BEIGE.ASH



HL 12.81
ULTRA.LIGHT.VIOLET.ASH



HL 12.18
ULTRA.LIGHT.ASH.VIOLET



HL 12.1
ULTRA.LIGHT.ASH



HL 12.9
ULTRA.LIGHT.MATTE



KEY INGREDIENT

ORGANIC ARGAN OIL

WHAT IT IS:

The Oil extracted from the seeds of the Argan Tree, which grows exclusively in southwest Morocco. The Argan Tree is known as the "Tree of Life" to the Berbers peoples of the Atlas Mountains for its many health benefits, including protection from the harsh climatic conditions.

HOW IT IS SOURCED:

The Argan Oil in BLONDE HIGH.LIFT is produced in Morocco, in the heart of the Argan Forest. At a local facility, Dried Argan Kernels are ground and then cold-pressed to extract the oil. This Argan Oil is Certified Organic by Ecocert.

RESULT ON THE HAIR:

Nourished, revitalised and shiny looking hair.

KEY FRAGRANCE

FLORAL.ACCORD COMPLEX

WHAT IT IS:

With fresh, clean notes, this innovative fragrance complex neutralises ammonia scent during colour application.

RESULT ON THE SERVICE:

Light, neutralising fragrance that improves the in-salon experience.

WHY YOU'LL LOVE IT

FOR THE CLIENTS

- Flawless, even blonde results
- Shiny, healthy-looking hair in optimum condition
- Less time spent in the salon chair, when compared to lightening and toning services
- Vegan ingredients with Organic Argan Oil

FOR THE SALONS

- Up to 5 levels of lift plus refining and toning in one step
- Ideal consistency for easy mixing and application on all hair textures
- Versatile formula that can be used with heat to expedite service
- Lower inventory cost, when compared to cost to perform lightening and toning services
- Light, neutralising fragrance for pleasant in-salon experience
- Environmentally friendly formula and packaging



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