



**KEVIN.MURPHY**

# KEVIN: THE SESSION STYLIST


Industry icon Kevin Murphy understands the transformative power of hair better than anyone in his profession. Having trained at Vidal Sassoon in London, Kevin returned to his homeland of Australia to establish himself as one of the country's most sought-after stylists. As a master of runway, editorial and film, Kevin's work has graced the covers of all major global print publications, and he has directed hair teams for countless high-profile fashion houses.

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.

Being a truly global brand, we are sold in over 60 countries, 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.







“WHEN I AM WORKING ON PHOTO SHOOTS, EITHER OUTSIDE OR UNDER HOT LIGHTS IN A STUDIO, VOLUME THAT LASTS CAN BE ELUSIVE. TO HAVE THE ABILITY TO MOULD, FORM AND SHAPE THE HAIR WHILE RETAINING FREEDOM OF MOVEMENT IS A HUGE ADVANTAGE.”

KEVIN MURPHY



**“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**

We create products that are designed to fulfill the needs and desires of our clients, stylists and colourists 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 hair care and hair colour experience that will build loyalty and appeal while generating a positive overall impact on your business.









# SKINCARE FOR YOUR HAIR

Born from the fashion and driven by performance, KEVIN.MURPHY takes inspiration from skincare by using high-performance ingredients. Skincare ingredients are adapted to perform in modern luxurious hair care and hair colour products, bringing the best technologies to clients in salon and at home.

Each formula delivers a combination of science and nature for a blend of power and effectiveness. AHAs hold a beneficial effect on hair and scalp just as on skin, by removing debris from the surface and allowing hair to receive essential ingredients. Ingredients such as Kakadu Plum, White Cypress and Celery Seed Extract, help to hydrate scalp, reduce breakage and assist in repairing the look and feel of damaged hair.









# THE CHOICES WE MAKE

At KEVIN.MURPHY, we care about the environment. Creating products with a conscience that are both kind to the hair and to the environment has been our guiding principle from the very beginning. Our formulas are created to use both the best in science and nature.

We use packaging that is recyclable wherever possible.

Moreover, our sleek, modern, square bottles aren't just uniquely designed for looks—they actually hold more product while using less plastic.

THE CHOICES WE MAKE maintain our commitment to the environmental issues that affect us all. Our passion for protecting the environment goes beyond just our products and packaging. Through THE HEART OF KEVIN.MURPHY, we not only engage to support our environmental efforts, but we also provide aid for important social efforts through our philanthropy with like-minded organisations.



# HYDRATE

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

## 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.

## HYDRATE-ME.WASH

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

## UN.TANGLED

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

## HYDRATE-ME.RINSE

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



## SHIMMER.SHINE

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



# EVERLASTING.COLOUR

EVERLASTING.COLOUR is a balance between technology and nature that results in next level colour care. A range of colour preserving products formulated to restore and strengthen chemically treated hair and extend the vibrancy and shine of hair over time. This line will not only extend hair colour over time, but it will also protect against the colour-deviation effects from environmental aggressions such as oxidants, free radicals, and UVA/UVB rays.

## EVERLASTING.COLOUR RINSE

A colour-locking conditioner forms a protective layer to guard against colour loss and environmental stressors, while pH balancers help create shine and improve hair's condition, softness, and hydration while reducing damage and never weighing down the hair.

## EVERLASTING.COLOUR WASH

A sulphate-free pH balanced shampoo gently cleanses and closes the cuticle for a shine that helps to lock colour in while protecting hair strands from hard water mineral accumulation to guarantee brilliance.

## EVERLASTING.COLOUR LEAVE-IN

Lightweight leave-in spray treats hair from the inside, strengthening hairs resistance for improved, more robust and healthier hair. Preserves colour vibrancy and protects hair from environmental stressors while nourishing, hydrating and repairing.

## EVERLASTING.COLOUR TREATMENT

A bond-building treatment to nourish and restore hair that protects against colour fading and enhances shine, vibrancy and radiance by building strength from within to boost colour protection and resilience.





# REPAIR

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

## LEAVE-IN.REPAIR

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

## 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.



## 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.

## 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.

# BLOW.DRY

A result driven family of products, activated by your blow dryer, that will not only enhance the experience of every blow dry that you and your clients perform, but also enhance how long the results last.

\*BLOW.DRY WASH & RINSE coming soon

## EVER.SMOOTH

This weightless spray creates the ultimate silky, smooth blow dry with softness, volume and a frizz free finish.

## EVER.THICKEN

This weightless spray creates fuller hair that lasts.

## EVER.BOUNCE

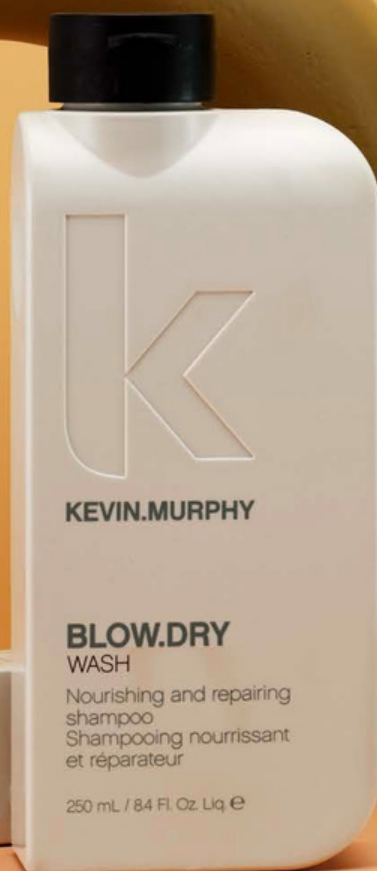
This weightless spray creates smooth body with bounce.

## BLOW.DRY RINSE

A repairing and nourishing conditioner that forms a protective layer that guards against colour loss and environmental stressors.

## BLOW.DRY WASH

A sulphate-free wash that hydrates while repairing and nourishing for style that lasts.



## EVER.LIFT

This weightless spray creates smooth volume and lift for a blow dry that is soft to the touch.



# 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 revitalize, refresh and add fullness to hair.

## FULL.AGAIN

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

## STAYING.ALIVE

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

## DOO.OVER

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

## 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.

## PLUMPING.RINSE

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





# VOLUME

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

## 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.

## ANGEL.RINSE

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

## ANGEL.WASH

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

## 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.

## POWDER.PUFF

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



## ANTI.GRAVITY.SPRAY

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

## ANTI.GRAVITY

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



# BLONDE

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



## COOL.ANGEL\*

Cool ash colour enhancing shine treatment



## 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.



## 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.



# SMOOTH

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

## SMOOTH.AGAIN

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

## 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.



Revitalisant et hydratant pour cheveux épais et rêches pour thick, coarse hair  
**SMOOTH.AGAIN.RINSE**  
Smoothing conditioner for thick, coarse hair  
250 mL / 8.4 Fl. Oz. Liq. e

**KEVIN.MURPHY**  
**SMOOTH.AGAIN**  
Anti-frizz treatment  
Style control / smoothing lotion  
Traitement antifrizzottis  
Lotion coiffante et lissante  
200 mL  
6.7 Fl. Oz. Liq. e

**KEVIN.MURPHY**  
**SMOOTH.AGAIN.WASH**  
Smoothing shampoo for thick, coarse hair  
Shampooing antifrizzottis pour cheveux épais et rêches  
250 mL / 8.4 Fl. Oz. Liq. e



# 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.

## 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.

## 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.



## EASY.RIDER

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

# CURL

Unleash your curls' potential and embrace natural texture with these new additions to our CURL regimen. Nourishing Oat Milk and Shea Butter deliver ultimate hydration, while Soyabean Oil locks in moisture and boosts shine, setting the foundation for perfectly air-dried curls.

## KILLER.CURLS WASH

A nourishing shampoo that gently cleanses hair while protecting the cuticle. Its ingredients, rich in fatty acids, preserve the hair's strength and retain moisture to enhance texture for healthy, shiny hair.

## KILLER.CURLS RINSE

A nourishing conditioner that deeply hydrates and strengthens, diminishing the likelihood of breakage. Protects against colour fading and refines texture for soft and bouncy curls that are shiny and defined,

## KILLER.CURLS TWIRLS

Enhance your hair's texture. This leave-in styler helps to define while keeping hair hydrated and protected against humidity and adding shine. Just twirl and go!





# 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.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.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

Weightless leave-in treatment oil that intensely conditions, smooths 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.

## 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.



# STYLE/CONTROL

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

## ROUGH.RIDER

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

## FREE.HOLD

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

## NIGHT.RIDER

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

KEVIN.MURPHY

## SUPER.GOO

Rubbery sculpting gel  
Gel élastique sculptant

Hold / Maintien  
Shine / Brilliance  
Net Wt. / Poids Net 100 g / 3.5 Oz. e

## 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.

KEVIN.MURPHY

## FREE.HOLD

Medium hold  
styling paste  
Pâte coiffante  
maintien moyen

Hold / Maintien  
Shine / Brilliance  
Net Wt. / Poids Net 100 g / 3.5 Oz. e

KEVIN.MURPHY

## NIGHT.RIDER

Maximum control  
texture paste  
Pâte texturisante  
contrôle maximal

Hold / Maintien  
Shine / Brilliance  
Net Wt. / Poids Net 100 g / 3.5 Oz. e



## BEDROOM.HAIR

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



## SESSION.SPRAY

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



## 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.



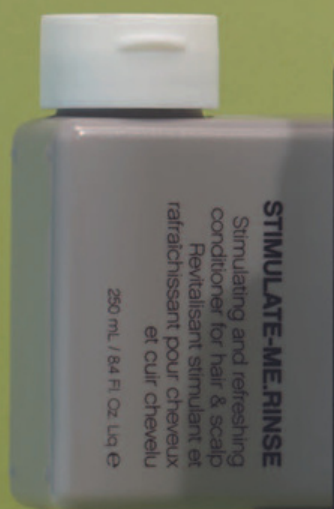


# DETOX

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.

## STIMULATE-ME.RINSE

Refreshing 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.

## BALANCING.WASH

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



## STIMULATE-ME.WASH

Invigorating shampoo featuring Camphor Crystals, Bergamot and Black Pepper to awaken and clarify hair and senses.

## MAXI.WASH

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





# TEXTURE

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

## HAIR.RESORT

Oil free texturing 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.



KEVIN.MURPHY

HAIR.RESORT.  
SPRAY

Beach look  
hair spray  
Spray look  
de plage

150 mL / 5.1 Fl. Oz. Liq. e

KEVIN.MURPHY

HAIR.RESORT

Beach Texturiser  
Texturiseur pour  
la plage

150 mL / 5.1 Fl. Oz. Liq. e



KEVIN.MURPHY

FRESH.HAIR

Dry shampoo spray  
Shampooing sec  
en spray

SHAKE WELL BEFORE EACH USE  
BIEN AGITER AVANT CHAQUE UTILISATION  
RYSTES GODT FØR BRUG HVER GANG

250 mL / 8.45 Fl. Oz. e3  
Net Wt. / Poids Net 148 g / 5.2 oz



# 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.

## SCALP.SPA WASH

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



## SCALP.SPA TREATMENT

A concentrated foaming masque designed to relieve sensitive scalps and restore scalp health to promote healthier hair.



## 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 SERUM

A lightweight and fast absorbing, leave-on treatment that provides targeted instant soothing and balancing relief to an irritated scalp.



# 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.



KEVIN.MURPHY

### HEATED.DEFENSE

Leave-in heat protection  
for your hair  
Thermo-protecteur sans  
rinçage pour vos cheveux

150 mL /  
5.1 Fl. Oz. Liq. e










# A WORLD OF COLOUR

WHERE INNOVATION MEETS INDIVIDUALITY

COLOR.ME product lines bring innovation and choice to each and every salon. Born from FASHION, driven by PERFORMANCE, our COLOR.ME portfolio allows for infinite hair colour possibilities. As an artful blend of science combines with naturally derived ingredients, we carefully consider the impact of each ingredient we add are defined by those we don't. With multifaceted products designed to work in synergy, COLOR.ME takes your business to the next level by offering complete, logical and efficient solutions for today's salon built around consistent results.





A photograph of a poolside lounge area. In the foreground, a person's arm is visible on the left. The pool water is clear blue. In the background, there are several lounge chairs with white cushions and red and white striped pillows. A tall white umbrella stands behind the chairs. A dense green hedge runs across the background, and a red building is visible in the distance.

**“SESSION STYLING SETS THE AESTHETIC, NOW TECHNOLOGY AND CHOICE MAKES COLOR.ME THE COLOUR PORTFOLIO FOR ALL. WE OFFER SMART SOLUTIONS WITH A DIVERSE PORTFOLIO OF PRODUCTS THAT PROVIDE STYLISTS PRODUCT VERSATILITY AND MULTIPLE OPTIONS FOR SELF-EXPRESSION. WE ALSO CONSIDER CAREFULLY THE IMPACT OF EACH INGREDIENT IN OUR PRODUCTS TO ENSURE WE DELIVER THE BEST THERE IS FROM NATURE AND SCIENCE FOR OPTIMAL HAIR BENEFITS. CREATED FOR PROFESSIONALS THAT CRAVE A COLOUR RANGE THAT SPANS THE SPECTRUM OF RESULTS YET CATERS FOR INDIVIDUAL NEEDS.”**

**KEVIN MURPHY**





# COLOR.ME

by KEVIN.MURPHY

COLOR.ME by KEVIN.MURPHY delivers multi-tonal results and consistent colour function. Multiple activator choices and +technologies offered within the range take your colour to the next level allowing for creativity, versatility, and next level customisation of colour.

## HONEY-BASED COLOUR

Formulated without ammonia, this colour range gently moisturises, rejuvenates, and imparts incredible shine thanks to shades rich in Honey, Pomegranate, Shea Butter, Rose Hip, and Aloe Vera.

## 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 by KEVIN.MURPHY 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

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### COLOUR

SHADES  
BOOSTER  
TONER  
HIGH.LIFT

### ACTIVATORS

CREAM.ACTIVATOR  
LIQUID.ACTIVATOR

### +TECHNOLOGIES

pH.D  
COLOUR.XELERATE

### LIGHTENERS

ULTIMATE.LIGHTENER  
POWDER..LIGHTENER  
POWDER..LIGHTENER, AMMONIA-FREE  
FREESTYLE.LIGHTENER  
CREAM.LIGHTENER  
CREAM.LIGHTENER, AMMONIA-FREE





KEVIN.MURPHY+  
COLOR.ME *GLOSS*™





# KEVIN.MURPHY+ COLOR.ME *GLOSS*™

Our newest range in the COLOR.ME lineup is uniquely designed as a colour and treatment in one. Inspired by FASHION, the selection of shade options and a variety of application techniques allow for a completely customisable hair experience.

## **30 LUMINOUS SHADES**

COLOR.ME GLOSS acidic hair colour treatment is available in a range of demi-permanent sheer, soft SHADES for endless creativity and natural looking results.

## **THE TECHNOLOGY: KM.BOND<sup>2</sup> + VITAMIN C**

Our KM.BOND<sup>2</sup> advanced plant protein complex works to strengthen the hair from within. New hair bonds are created for advanced repairing benefits that results in 37% thicker<sup>1</sup>, 25% stronger<sup>1</sup>, healthier hair in one single application. Hair strength continues to build over time with every service. Vitamin C from sorbitol, a natural sugar source, ensures maximum vibrancy for pure, bright colour results.

## **THE CHOICES WE MAKE**

Ammonia, PPD, and MEA Free  
100% Vegan ingredients  
Biodegradable formula<sup>2</sup>  
Recycled plastic bottles  
Innovative energy savings manufacturing process  
Mixed and bottled with 100% renewable energy

## **PRODUCTS**

KEVIN.MURPHY+COLOR.ME GLOSS™ SHADES  
KEVIN.MURPHY+COLOR.ME GLOSS™ CLEAR  
KEVIN.MURPHY+COLOR.ME GLOSS™ GEL.ACTIVATOR

<sup>1</sup> On pre-lightened hair

<sup>2</sup> According to OECD 301 F guidelines







A person with blonde hair is sitting on a white outdoor sofa on a patio. The sofa has a blue and white striped pillow. The background shows lush green foliage and a white pergola structure under a blue sky with clouds. The text "KEVIN.MURPHY + BLONDEHIGH.LIFT" is overlaid in white, bold, sans-serif font in the center of the image.

**KEVIN.MURPHY +  
BLONDEHIGH.LIFT**





**KEVIN: MURPHY+**  
**BLONDE HIGH.LIFT**

Permanent high lift colour with argan oil  
Coloration ultra éclaircissante permanente avec huile d'argan

# KEVIN.MURPHY+ BLONDEHIGH.LIFT

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

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.

6 intermixable HIGH.LIFT shades with an optimised combination of colour pigments offer a variety of blonde possibilities, giving license to shine brightly and brilliantly.

**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**





# KEVIN.MURPHY+COLOR.ME EDUCATION

KEVIN.MURPHY EDUCATION takes its cue from the runway and editorial world. We deliver classes, programs, and learning interventions that along with our tools and products, will improve the skill set of any stylist or colourist and help your business grow. We appreciate that you have changing priorities and we seek to engage you by enhancing and upgrading the Digital Education experience. We do this to give you, the learner, the choice to learn the way you want to learn. We bring you education journeys that combine in-person connections, digital platforms, and social channels that all bring education to you on demand.

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, and most importantly to meet the needs of your clients. We have a range of programs and initiatives that help you to understand the client, your business and ultimately drive growth.

Our dedicated KEVIN.MURPHY EDUCATION team of DESIGN DIRECTORS, MASTERS and KEY educators offer learning experiences across the world, simply and clearly, using a variety of media; where face-to-face learning is desired, we consider the benefits of all ways of learning and how they cannot just co-exist, but enhance each other. 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 learning journey on a platform that will fit your needs.

Please contact your distributor sales representative for more information.

**[WWW.KEVINMURPHY.COM.AU/EDUCATION](http://WWW.KEVINMURPHY.COM.AU/EDUCATION)**









# OUR STANCE ON DIVERSION

## FIGHTING PRODUCT DIVERSION

At KEVIN.MURPHY we are committed to helping our salon partners grow and prosper. In that regard, we have adopted a robust non-diversion policy to ensure KEVIN.MURPHY products are only available through our partner salons or specifically authorized channels.

While it is not possible to fully eliminate diversion, we work diligently to counter the availability of our products in unauthorized sales channels.

To this end, we have engaged a formidable legal team and a team of private investigators dedicated entirely to meet and address this priority. Diverted products are often expired or even counterfeit, and most likely fail to meet the high standards of KEVIN.MURPHY. With lack of strict controls, diverted products can even be dangerous for consumers who unwittingly use them. In addition, purchases of diverted products can lead to consumer dissatisfaction, hurt the KEVIN.MURPHY brand and reputation, and deflate product sales of KEVIN.MURPHY and our business partners – distributors and hair salons.

It is our responsibility to protect the KEVIN.MURPHY brand and we will continue our unwavering dedication to addressing product diversion, giving our salon partners a true point of difference to their clients.





KEVIN.MURPHY

**SCALP.SPA  
SCRUB**

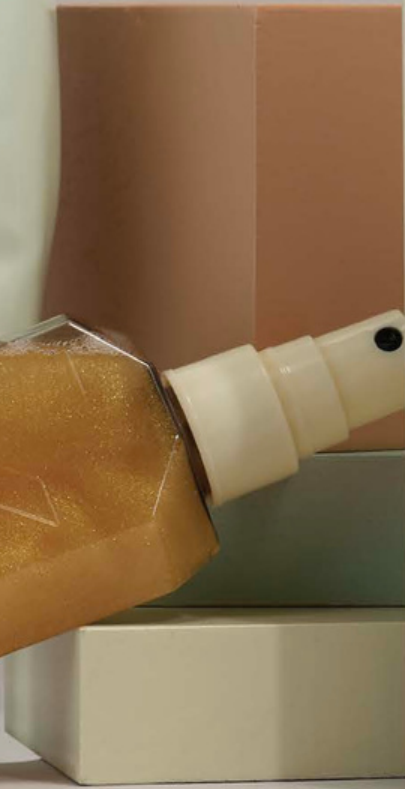
Purifying pre-wash  
scalp exfoliator  
Exfoliant pré  
shampooing purifiant  
pour le cuir chevelu

180 mL / 6 FL. Oz. e



KEVIN.MURPHY  
**SHIMMER.SHINE**

Repairing shine mist  
Brume brillante  
récapitulative  
à appliquer avant le shampooing  
100 mL / 3.4 FL. Oz. Liq. e



KEVIN.MURPHY

**FRESH.HAIR**

Dry shampoo spray  
Shampooing sec  
en spray

SHAKE WELL BEFORE EACH USE  
BIEN AGITER AVANT CHAQUE UTILISATION  
RYSTES GODT FØR BRUG HVER GANG

250 mL / 8.45 FL. Oz. e 3  
Net Wt. / Poids Net 148 g / 5.2 oz



KEVIN.MURPHY

**SESSION.SPRAY  
FLEX**

A light, flexible  
finishing hairspray  
Un fixatif de finition  
souple et léger

547 337 mL / 11.4 FL. Oz. e  
Net Wt. / Poids Net 284 g / 10 oz



KEVIN.MURPHY

**MOTION.LOTION**

Curl enhancing lotion  
Lotion dynamisante  
pour boucles

150 mL / 5.1 FL. Oz. Liq. e

KEVIN.MURPHY

**YOUNG.AGAIN**

Immortelle infused  
treatment oil  
Huile traitante à  
l'immortelle

100 mL  
3.4 FL. Oz. Liq. e

# 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  
EVERLASTING.COLOUR WASH  
BLOW.DRY WASH

## RINSES

HYDRATE-ME.RINSE  
SMOOTH.AGAIN.RINSE  
REPAIR-ME.RINSE  
ANGEL.RINSE  
PLUMPING.RINSE  
YOUNG.AGAIN.RINSE  
STIMULATE-ME.RINSE  
EVERLASTING.COLOUR RINSE  
BLOW.DRY 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  
SCALP.SPA TREATMENT  
SCALP.SPA SERUM  
EVERLASTING.COLOUR LEAVE-IN  
COOL.ANGEL

## TREAT.ME

MOISTURE  
STRENGTH  
ELIXIR

## 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  
SESSION.SPRAY  
THICK.AGAIN  
BEDROOM.HAIR  
SESSION.SPRAY FLEX  
TOUCHABLE  
YOUNG.AGAIN DRY CONDITIONER  
EVER.SMOOTH  
EVER.LIFT  
EVER.BOUNCE  
EVER.THICKEN





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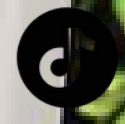
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