



COLOR.ME

by **KEVIN.MURPHY**



COLOR.ME
by KEVIN.MURPHY

Honey based colour with molecular couple guarantee
Coloration à base de miel qui garantit une association unique des molécules

100 mL e 3.3 FL. Oz.

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NATURAL .0

1.0

3.0

4.0

5.0

6.0

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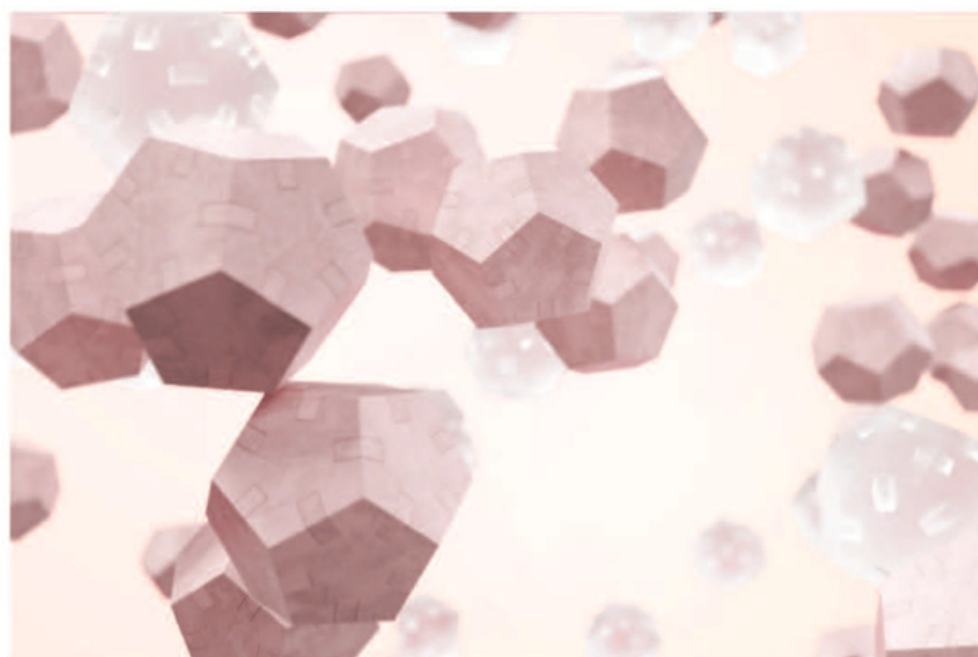
is born from KEVIN.MURPHY's vision of fusing session work, fashion and hair colour. This compact colour line delivers high performance, natural looking results and optimum colour functionality. An artful blend of gentle and naturally derived ingredients moisturise, rejuvenate and impart incredible shine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

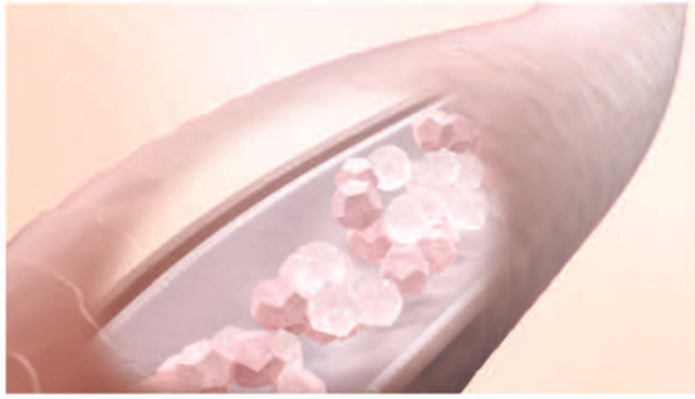
3 STEP TECHNOLOGY



Oxidation Delay Function

When the COLOR.ME CREAM.ACTIVATOR is added to the COLOR.ME shade, the oxidation process is delayed allowing for an all over precise application, resulting in beautiful and even colour coverage.





Special Micro Pigments

Extremely small colour pigments are deposited onto the hair, which penetrate deep into the hair shaft, resulting in shinier and healthier looking hair.



Molecular Couple Guarantee

An exact counting method is used and guarantees that not a single colouring molecule remains free. Only a secure bond, or "safe" molecule is formed. This supports fewer skin irritations and allergic reactions.



97 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 delivers up to 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

Cruelty-Free

97 HONEY BASED SHADES

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

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Honey based colour with molecular couple guarantee
Coloration à base de miel qui garantit une association
unique des molécules

100ml e 3.33 Fl. Oz. Lb.





30.9%
VOL.

COLOR.ME
by KEVIN.MURPHY

cream activator
crème activante
1000 mL e 33.8 FL. OZ.



20.6%
VOL.

COLOR.ME
by KEVIN.MURPHY

cream
crème
1000 mL



10.3%
VOL.

COLOR.ME
by KEVIN.MURPHY

LIQUID.AC
liquid colour
couleur

ACTIVATORS

An incredibly nourishing formula, CREAM.ACTIVATOR and LIQUID.ACTIVATOR can be used to create endless demi and permanent hair colour formulas.



CREAM.ACTIVATOR

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



LIQUID.ACTIVATOR

3.5 VOL. (1%)
10 VOL. (3%)

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



ULTIMATE.LIGHTENER
Up to 9 levels of lift



**POWDER.LIGHTENER
AMMONIA-FREE**
Up to 6 levels of lift





COLOR.ME
by **KEVIN.MURPHY**

cream.lightener
crème.éclaircissant
250 mL e / 8.4 Fl. Oz. Liq

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by **KEVIN.MURPHY**

cream.lightener
crème.éclaircissant
250 mL e / 8.4 Fl. Oz. Liq

CREAM.LIGHTENER

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



CREAM.LIGHTENER

Up to 7 levels of lift



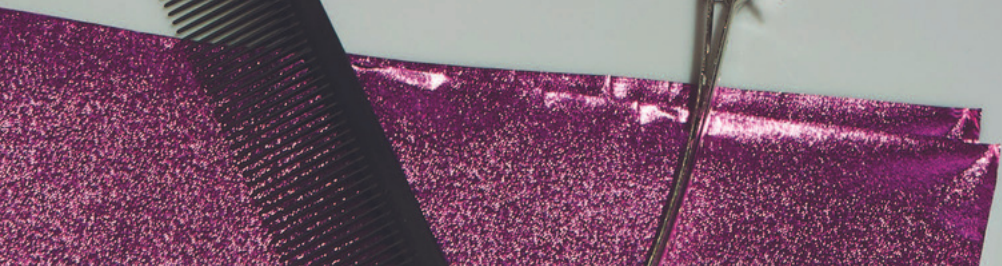
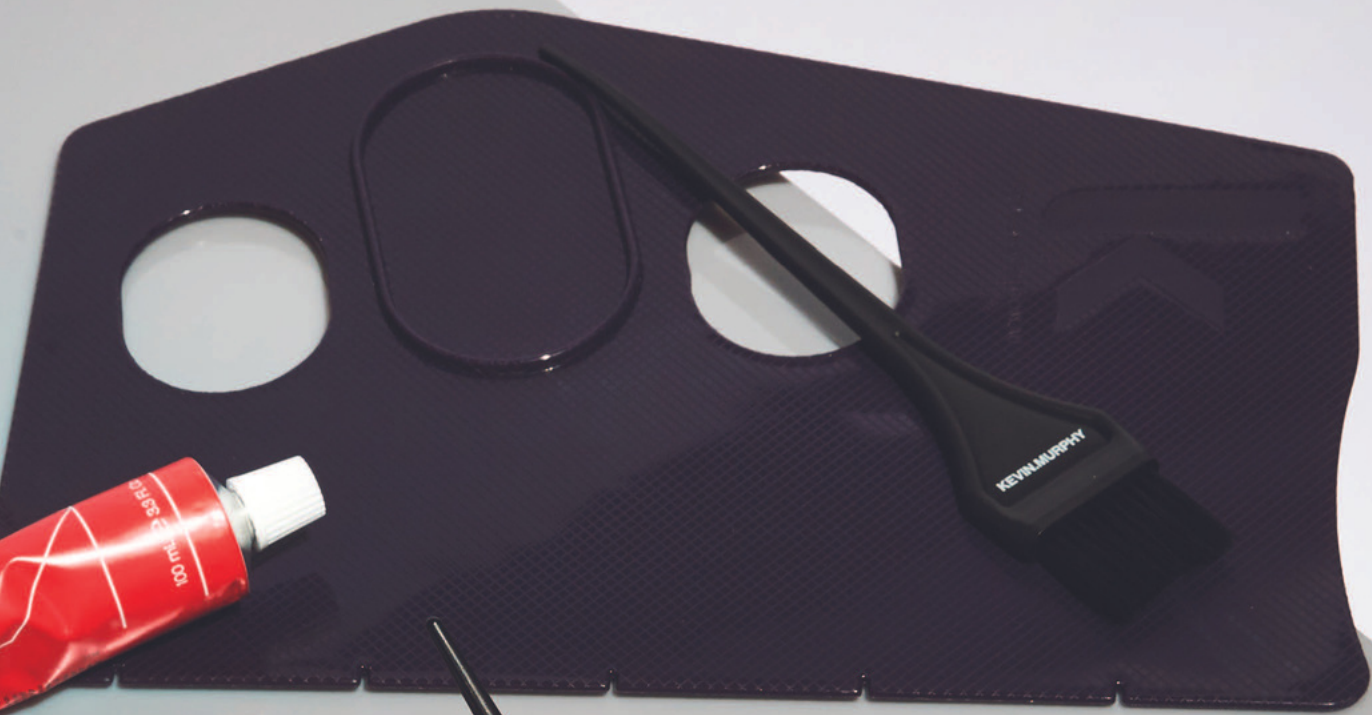
CREAM.LIGHTENER AMMONIA-FREE

Up to 6 levels of lift

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TOOLS

COLOUR.BRUSH

The original COLOR.ME by KEVIN.MURPHY COLOUR.BRUSH features premium bristles and a sleek design for optimal colour application. Ideal for daily colouring techniques.

PRECISION COLOUR.BRUSH

A slimmer version of the original COLOR.ME by KEVIN.MURPHY COLOUR.BRUSH, the PRECISION COLOUR.BRUSH features a slim handle and smaller brush head, ideal for intricate colour work or fine touch-ups on new growth.

ANGLED PRECISION COLOUR.BRUSH

Get precise and detailed applications using the ANGLED PRECISION COLOUR.BRUSH. The ergonomic design features a textured handle that allows for an easy grip. Casting that runs parallel with the slanted bristles ensures sturdy and accurate painting even when pressure is applied. This angled take on our PRECISION COLOUR.BRUSH is perfectly suited for your babylights, FREESTYLE.LIGHTENER application, foilage, and feathering needs.

LIGHTENING.WAND

Create subtle, natural looking highlights with dimension with 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.

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.APRON

The COLOR.ME COLOUR.APRON is resistant to bleach, hair colour, and peroxide spills that occur during the colouring process. Fashion meets function with its signature bias-cut design and spacious front pocket to store styling tools and colour brushes.

COLOUR.BOWL

The COLOR.ME by KEVIN.MURPHY premium COLOUR.BOWL is the ultimate colourist essential. This sleek and durable must-have item is ideal for daily use for all colouring needs.

COLOUR.WHISK

The ultra-premium COLOR.ME by KEVIN.MURPHY COLOUR.WHISK features a sleek, innovative design for precise colour mixing with minimal colour waste and optimal functionality.

COLOUR.SCALE

A compact and precise scale designed to meet the needs of our colourists. Battery operated and with a 180 second shut-off time, this scale is ideal for any kind of colour formulation.

COLOUR TAIL.COMB

Constructed of a light-weight, black carbon material, the COLOR.ME COLOUR TAIL.COMB is durable and built to last. Its pointy tip permits easy and precise sectioning perfect for all hair types, without hurting the scalp. The fine teeth allow for detailing and smooth finishing, and features a long, straight tail to enable easier handling when using foils. This sleek design works exceptionally for both colour and styling services.

COLOUR.CAPE

Essential for every colour service, the COLOR.ME by KEVIN.MURPHY COLOUR.CAPE is made with soft, colour-resistant material for premium protection and maximum comfort.

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.WHEEL

Using every last drop of colour just got easier with the new COLOUR.WHEEL Tube Roller by COLOR.ME! This sleek, innovative tool is designed specifically for COLOR.ME shades. Place the end of the tube in the slot in the wheel 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 sure to be both functional and attention grabbing!

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.



FREESTYLE.LIGHTENER

Up to 7 levels of lift



freestyle.lightener
Clay-based lightener for
freehand applications
Éclaircissant à base
d'argile pour applications
à main levée

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by **KEVIN.MURPHY**

INGREDIENTS: Potassium Persulfate, Magnesium Carbonate Hydroxide, Kaolin,
Magnesium Oxide, Trisodium Phosphate, Diammonium Phosphate, Sodium
Metasilicate, Ammonium Persulfate, Mineral Oil (Paraffinum Liquidum) (Huile minérale),
Carmosil Tetragonoloba (Guar) Gum, Xanthan Gum, Disodium Lauryl Sulfosuccinate,
Magnesium Stearate, Cyclodextrin, Disodium EDTA



9 339341 004882

Net Wt. 100g

Kevin Murphy Business Services Pty Ltd, 7 Endeavour Way, Sunshine
West VIC 3020 Australia A.B.N. 94022825615
KM LIQUID Concept AB Refshalevej 163 A, 1432 Copenhagen K, Denmark
EU-PP: Bruce Green Ltd, Winick Hall Winwick, Northampton, NN6 7PD, UK
Designed and formulated by KEVIN.MURPHY, Made in Italy.
Conçu et élaboré par KEVIN.MURPHY, Fabriqué en Italie



KEVIN.MURPHY



“ 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



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