

KEVIN.MURPHY+
COLOR.ME *GLOSS*™

*BEYOND
BEIGE*

COLOUR WITH TREATMENT AND SHINE

The new statement in hair beauty.

Beauty standards have evolved, shifting towards associating healthy hair with nourished, shiny hair. Nowadays, colour consumers seek low-commitment colour solutions that provide strength and shine for a healthy-looking and fashion forward result.

With this in mind, we introduce a new BEIGE SHADE collection within COLOR.ME GLOSS, our acidic demi-permanent colour, designed as colour and treatment in one.

The colour that visibly improves hair quality in one single application:

25% STRONGER HAIR¹

37% THICKER HAIR¹

¹ On pre-lightened hair



From the runway to salon,

BEIGE: A SYMBOL OF VERSATILITY

In the dynamic world of fashion, BEIGE evolves from its perception as a simple neutral colour and emerges as a symbol of sophistication and versatility.

Today, BEIGE is not merely a colour; it's a statement of modern and casual elegance.

When it comes to hair, BEIGE is characterised by its refinement and versatility. It offers a delicate blend of warm and cool undertones to create the perfect balanced blonde that fits all complexions, proving that BEIGE IS THE NEW BLONDE.



*Editorial use only.

INTRODUCING
*BEYOND
BEIGE*

BEYOND BEIGE is an invitation to explore infinite shades of self-expression, radiance and treatment that defy expectations.

Introducing five new timeless BEIGE SHADES, with the perfect blend of warm and cool undertones, that capture the elegance of balanced luminous blondes. From soft, cool natural beiges and deep, unique chocolate tones to powdery, nude hues, this new SHADE collection is perfect to suit a wide array of complexions and personalities.

Step into a world of multidimensional hues and experience shine, treatment and colour dimension that go beyond expectations.



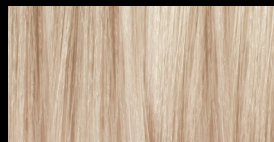
RADIANT BLONDES BEYOND EXPECTATION

Discover the five new BEIGE SHADES

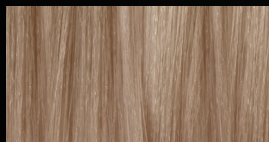
.27 BEIGE.CHOCOLATE

NATURAL LUMINOUS FINISH

Combining the balanced warmth of beige reflects with the richness and subtle contrast of soft chocolate reflects to create a multidimensional, even, and luminous look.



10.27 / 10Bch



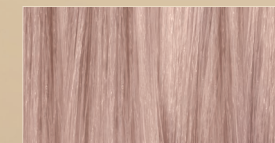
8.27 / 8Bch



.28 BEIGE.VIOLET

POWDERY NUDE FINISH

The perfect blend of golden beige reflects with an iridescent violet touch, resulting in a stunning, cool-toned nude shade with a powdery finish.

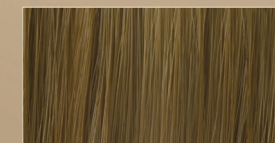


9.28 / 9BV

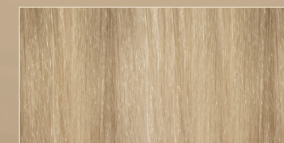
.2 BEIGE

LUXE RADIANT FINISH

A formula with balanced warm and cool pigments, designed to bring delicate, natural warmth to the hair with a luxe and radiant finish.



7.2 / 7B



9.2 / 9B

FALL IN LOVE with COLOR.ME GLOSS and ELEVATE YOUR SALON SERVICES

“Revolutionising the colourist and client experience, the advanced technology offers a dual service, delivering unparalleled results. With COLOR.ME GLOSS, the colour experience is more than a colour, it’s a total hair transformation. Stronger, treated, repaired and beautifully coloured hair, that’s easier to manage and style.”

Kate Reid
Global Colour Design Director



KEVIN.MURPHY+ COLOR.ME GLOSS™

COLOUR WITH STRENGTH AND SHINE

Acidic demi-permanent colour that improves hair quality, provides a glossy finish and requires no long-term colour commitment are consumers priorities.

Designed as a colour and treatment in one, and with a variety of application techniques for a completely customisable experience.

COLOR.ME GLOSS will help you to grow your colour services and achieve greater client satisfaction.



LIQUID DEMI-PERMANENT
WITH ACIDIC pH



COLOUR & TREATMENT
ALL IN ONE



MULTIDIMENSIONAL
SHINE



VITAMIN C



KM.BOND² TREATMENT
• +25% STRENGTH¹
• +37% THICKENING¹

¹ On pre-lightened hair



VEGAN
FORMULA



AMMONIA &
MEA FREE



EASY
APPLICATION



NO SHIFT
NO DAMAGE



FAST 5 TO 20
MINUTES SERVICE



A COLOUR WITH TREATMENT FOR 100% OF YOUR CLIENTS

1.

NEW-TO-COLOUR CLIENTS

Perfect for new-to-colour clients since it does not require a significant commitment or high-maintenance.

2.

CLIENTS CONNECTED TO TRENDS

Perfect for clients who want to experiment with colour, as COLOR.ME GLOSS offers them colour shades with low-commitment.

3.

NON-COLOUR CLIENTS WILLING EXTRA SHINE

Perfect for colour or non-colour clients who want to add long-term shine to their hair with a gloss service.

4.

CLIENTS WITH DAMAGED OR FINE HAIR

Perfect for clients with damaged or fine hair who want to repair, thicken or strengthen their hair with every colour service, thanks to the KM.BOND² technology.

5.

COLOUR CLIENTS WILLING TO REFRESH THEIR COLOUR

Perfect for those who want to refresh their colour or extend the longevity of their vibrant hair shades between permanent colour sessions.

6.

BLONDE OR PRE-LIGHTENED CLIENTS

Perfect for complement lightening colour clients as it reinforces the hair bonds, hair strength continues to build over time with every service.



THE 5 CORE COLOR.ME GLOSS SERVICES



REFINING

Refine, tone or neutralise

Refine clients with pre-lightened hair

Refine hair colour and achieve their perfect target shade

Mixing ratio - 1:2

10-20 minutes on damp or dry hair



TONE ON TONE

Refresh and enhance natural or coloured hair

Colour refresh on their lengths and ends

Soft colour effect without commitment

Mixing ratio - 1:2

10-20 minutes on damp or dry hair



CORRECT

Darken lightened hair or correct uneven hair

Darken hair colour

Colour balance

Even out uneven hair colour

Mixing ratio - 1:2

20 minutes on dry hair



PASTELISE

Pastelise with CLEAR

A modern effect on pre-lightened hair

Mixing ratio - 1:2

10-20 minutes on damp or dry hair



REFILL & BOND TREATMENT

Treatment colour using CLEAR or any SHADE

Repair damaged, porous or sensitised hair

A professional, restorative hair treatment

Mixing ratio - 1:2

5-20 minutes on damp or dry hair

THE CHOICES WE MAKE

We choose to be kind to the hair while also remaining kind to the environment.

Enjoy colour with strength and shine in a demi-permanent formula you can feel good about.

HAIR CARE

- Clean, ammonia-free and MEA-free colour
- KM.BOND² technology to refill damaged hair and with repairing benefits for thicker, stronger and healthier hair
- Vitamin C for pure, bright colour results
- Omega 3, 6 and 9 for enhanced hair softness and shine

PLANET CARE

- Vegan formula
- Up to 89% natural-derived ingredients*
- Biodegradable formula**
- Bottled in recycled plastic
- Produced with 100% renewable energy

* ISO 16128

** According to OCED 301 F guidelines



DISCOVER THE FULL RANGE

COLOUR WITH STRENGTH AND SHINE

KEVIN.MURPHY+
COLOR.ME *GLOSS*™

10.18
10AV

10.8
10V

9.81
9VA

10.83
10VG

10.13
10AG

9.0
9N

8.18
8AV

8.8
8V

8.13
8AG

7.81
7VA

7.83
7VG

7.78
7chV

7.0
7N

5.11
5AA

6.1
6A

5.83
5VG

5.71
5CHA

6.7
6CH

5.0
5N

1.11
1AA

4.0
4N

NEW

10.27
10Bch

NEW

9.28
9BV

10.03
10NG

10.4
10C

NEW

9.2
9B

NEW

8.27
8Bch

9.31
9GA

9.03
9NG

8.4
8C

8.44
8CC

8.86
8VR

NEW

7.2
7B

7.31
7GA

7.03
7NG

7.65
7RM

5.5
5M

5.6
5R

6.85
6VM

CLEAR

PASTELISE WITH CLEAR

7.65

1:1

1:2

1:3

KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Gel colour activator
Activateur de couleur en gel

GEL.ACTIVATOR

900 mL / 30.4 Fl. Oz. Liq. e



WOORAILOORA

WOORAILOORA PTE LTD

+65 9126 0507

customerengagement@woorailoora.com.sg



woorailoora.com.sg



woorailoora_sg



woorailoora_pte_ltd



woorailoora_sg

KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Acidic hair colour treatment
KM.BOND® and Vitamin C
Traitement coloration acide
KM.BOND® et Vitamine C

CLEAR
TRANSPARENT

250 mL / 8.4 Fl. Oz. Liq.

KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Acidic hair colour treatment with
KM.BOND® and Vitamin C
Traitement coloration acide avec
KM.BOND® et Vitamine C

108 / 10V