



**KEVIN.MURPHY**

**COLOUR SALON LEAVE BEHIND**



# KEVIN: THE SESSION STYLIST

Industry icon Kevin Murphy understands the transformative power of hair better than anyone in his profession. 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. Known for his innovative approach, Kevin's expertise spans beyond styling to include ground-breaking colour techniques and the development of cutting-edge products that support both the environment and the health of hair. From creating beautiful, wearable designs to delivering exceptional colour looks, Kevin Murphy is recognised by his peers as a visionary in shaping the modern hairdressing industry.

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 colourists and their clients-on set or in salon.







*“The need for hair colour that truly meets the demands of both the salon and consumers led me to look for innovation beyond traditional hair colour technologies. I sought to harness the advancements in skincare technology, creating unique ranges with high-performing ingredients and technologies that deliver superior results.”*

*Kenra*



# SKINCARE FOR YOUR HAIR

MORE THAN COLOUR

KEVIN.MURPHY combines the best of science and nature, elevating the salon experience. Our colour formulations incorporate high-performing skincare ingredients and technologies that not only deliver consistently but also provide exceptional results. Born from fashion and driven by performance, our colour portfolio offers limitless possibilities, empowering stylists with the confidence to meet every client's needs. With multifaceted products that work in synergy, KEVIN.MURPHY Colour provides complete, efficient solutions designed to take your salon business to the next level.







# FASHION PERFORMANCE ENVIRONMENT

## OUR PILLARS

"Born from fashion and driven by performance, the KEVIN.MURPHY colour portfolio offers versatile solutions with diverse colour ranges that provide stylists with multiple options for self-expression, bringing the latest in fashion to the salon floor.

An artful blend of science combined with naturally derived ingredients, we carefully consider the impact of each ingredient we add and are defined by those we don't."

**Kevin Murphy**





## THE CHOICES WE MAKE

It is our commitment to affecting positive change on people and planet. At KEVIN.MURPHY, we care about the environment and are striving to improve our impact. Creating products with a conscience that are both kind to our hair and the environment has been our guiding principle from the very beginning. Giving back is at the heart of our brand, and we are dedicated to supporting charitable and environmental causes through the support of our distributors, salon network and customers.

# COLOUR PORTFOLIO

WE CREATE PRODUCTS THAT ARE DESIGNED TO FULFILL THE NEEDS AND DESIRES OF STYLISTS, COLOURISTS AND THEIR CLIENTS.



**KEVIN.MURPHY  
+CODE**

Smart permanent hair colour powered by skincare technology for high-performing, modern results.

**SHADE  
TONER  
SPECIAL**



**COLOR.ME**  
by KEVIN.MURPHY

Ammonia-free, honey-based permanent colour that delivers multi-tonal results and consistent colour function.

**SHADE  
TONER  
BOOSTER  
HIGH.LIFT  
LIGHTENER**



**KEVIN.MURPHY+  
COLOR.ME GLOSS™**

Acidic demi-permanent colour designed as a colour and treatment in one.

**SHADE  
CLEAR  
GEL.ACTIVATOR**



**KEVIN.MURPHY+  
BLONDEHIGH.LIFT**

Our destination for blonde innovations. Gentle yet high-performance solutions to create flawless, shiny and healthy-looking blondes.

**HIGH.LIFT**



**KEVIN.MURPHY  
ACTIVATORS**

A range of premium, versatile activators integrated with the KEVIN.MURPHY colour line, elevating your in-salon experience.

**CREAM.ACTIVATOR  
LIQUID.ACTIVATOR**



# KEVIN.MURPHY + CODE

THE NEW CODE OF COLOUR





KEVIN.MURPHY  
+CODE

# KEVIN.MURPHY+CODE

THE NEW CODE OF COLOUR

CODE is our smart permanent hair colour powered by skincare, marking a new era of high-performing, modern colour. An efficient colour line that brings the latest from fashion and the editorial world to its colour palette, ensuring a sophisticated, rich colour that is lit from within to suit your client's needs.

## THE BENEFITS

Optimised and reliable colour results with:

- Up to 100% grey coverage<sup>1</sup>
- Up to 4-5 levels of lift<sup>2</sup>
- 150% more even results<sup>3</sup>
- 100% colour intensity<sup>1</sup>
- Long-lasting results, increased colour durability<sup>3</sup>
- More shine<sup>4</sup> and repair<sup>5</sup>

## THE CHOICES WE MAKE

Curated ingredients chosen with the planet in mind:

- Vegan Formula
- Organic Argan Oil certified by Ecocert

Eco-conscious designs:

- Tube made from 100% recycled aluminium
- Cap crafted from 100% recycled plastic
- Box constructed from 80% recycled cardboard
- Paper conservation: no internal leaflets included
- Recyclable packaging<sup>6</sup>

<sup>1</sup>Salon Test.

<sup>2</sup>Up to 4 levels of lift when using KEVIN.MURPHY+CODE and 5 levels when using KEVIN.MURPHY+BLONDE HIGH.LIFT.

<sup>3</sup>Instrumental test.

<sup>4</sup>26% increase in shine. Instrumental test.

<sup>5</sup>22% increase in repair. Instrumental test.

<sup>6</sup>This may vary on the recycling facilities of each country.



WHERE COLOUR MEETS SKINCARE

# KM.LAMELLAR TECHNOLOGY

FOR HIGH-PERFORMING COLOUR AND CARE RESULTS.

## WHAT IT IS

KM.LAMELLAR technology is a groundbreaking technology inspired by advanced skincare delivery systems.

The word “lamellas” means layers. Inside the formula, fine and alternating layers (lamellas) are found around oil droplets, forming an innovative emulsion arrangement where dyes, repairing actives and a powerful anti-metal agent are present.

This exclusive emulsion is designed to improve the delivery of dye and the care properties of colour formulations, ensuring more precise, consistent and effective results, regardless of the client's hair needs.

## THE RESULTS

Smart superior dye and care delivery:

- Improved colour evenness
- Elevated vibrancy
- Increased colour durability
- Enhanced shine and repair



SCAN FOR  
KM.LAMELLAR  
TECHNOLOGY  
VIDEO





# THE RANGE

## 91 SHADES

These high-performing  
SHADES provide modern,  
rich, illuminated results with  
up to 100% grey coverage.

NATURAL  
WARM  
COOL  
SPECIAL







# COLOR.ME

by **KEVIN.MURPHY**

WHERE INNOVATION  
MEETS INDIVIDUALITY





# COLOR.ME BY KEVIN.MURPHY

WHERE INNOVATION MEETS INDIVIDUALITY

COLOR.ME by KEVIN.MURPHY is our ammonia-free demi-to-permanent colour that delivers multi-tonal results and consistent colour function. A highly versatile colour line to take your colour to the next level allowing for creativity and next level customisation of colour.

## THE BENEFITS

- **HIGH PERFORMANCE:** COLOR.ME shades impart beautiful multi-tonal effects, provides brilliant grey coverage and delivers 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<sup>1</sup>
- Formulated with naturally derived ingredients
- 100% recyclable outer packaging

<sup>1</sup> Many scalp irritations and allergic reactions during the coloring process are related to ParaPhenylenDiamine (PPD). Our SHADES are formulated without PPD, therefore minimizing the risk of irritations and allergic reactions caused by PPD. However they contain PPD-related ingredients.



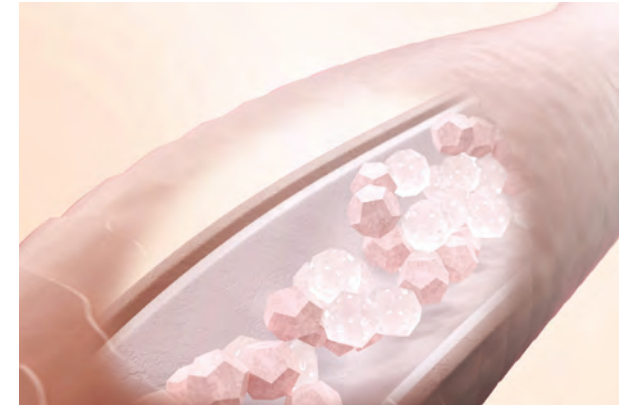
# 3 STEP TECHNOLOGY

FOR LONG-LASTING, MULTI-TONAL, LUMINOUS COLOUR RESULTS.



## OXIDATION DELAY FUNCTION

When the KEVIN.MURPHY 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.



# THE RANGE

## 86 HONEY-BASED SHADES

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

**NATURAL**  
**WARM**  
**COOL**

## 1 CLEAR

A neutral colour, intermixable with all COLOR.ME SHADES for colour balancing on lengths and ends.

## 6 BOOSTERS

BOOSTER can be added to all COLOR.ME SHADES to enhance colour, counteract the underlying pigment or to simply be creative with your formulation.

## 3 HIGH.LIFTS

These unique ammonia-free HIGH.LIFT SHADES achieve 3 – 4 levels of lift.

## 10 TONERS

TONER can be used to enhance, refine or soften hair colour.



## LIGHTENERS

### 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.



### 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.

### 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.

### CREAM.LIGHTENER

Extremely gentle and moisturising, CREAM.LIGHTENER is a high-performing alternative to powder formulas.

### CREAM.LIGHTENER

Up to 7 levels of lift.

### CREAM.LIGHTENER AMMONIA-FREE

Up to 6 levels of lift.



# KEVIN.MURPHY+ COLOR.ME *GLOSS*™

COLOUR WITH STRENGTH AND SHINE





KEVIN.MURPHY+  
COLOR.ME GLOSS™



# KEVIN.MURPHY+ COLOR.ME GLOSS

COLOUR WITH STRENGTH AND SHINE

GLOSS is our acidic pH demi-permanent colour line, designed as a colour and treatment in one. This luminous colour goes beyond shine to reconstruct and deeply moisturise the hair for incredible strength that increases every time you colour.

## THE BENEFITS

- Hair is 37% thicker<sup>1</sup> and 25% stronger<sup>1</sup> in one single application
- Luminous, even colour results
- Acidic formula for no cuticle damage and no shift of natural melanin
- Colour without the new growth effect
- Revitalising on natural, coloured or lightened hair

## THE CHOICES WE MAKE

- Ammonia, PPD<sup>2</sup>, and MEA free
- 100% Vegan ingredients
- Biodegradable formula<sup>3</sup>
- Recycled plastic bottles
- Innovative energy savings in manufacturing process
- Mixed and bottled with 100% renewable energy

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

<sup>2</sup>Many scalp irritations and allergic reactions during the coloring process are related to ParaPhenyleneDiamine (PPD). Our SHADES are formulated without PPD, therefore minimizing the risk of irritations and allergic reactions caused by PPD. However they contain PPD-related ingredients.

<sup>3</sup>According to OECD 301 F guidelines



BOND STRENGTHENING TECHNOLOGY

# KM.BOND<sup>2</sup>

FOR 37% THICKER<sup>1</sup>, 25% STRONGER<sup>1</sup>, HEALTHIER HAIR IN ONE SINGLE APPLICATION.

## WHAT IT IS

Our advanced plant protein complex works to strengthen the hair from within. Rich proteins from superfoods are hydrolysed to create smaller molecules that penetrate the hair cortex and cuticle layer to refill damaged hair. 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.

## HOW IT IS OBTAINED

Hyper fermentation of superfoods to obtain a high protein content.

## RESULTS ON HAIR

Hair looks thicker, stronger and healthier.

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



SCAN FOR  
KM.BOND<sup>2</sup>  
TECHNOLOGY  
VIDEO





# THE RANGE

## CLEAR

Pigment-free SHADE perfect for adding shine or to pastelise other SHADES. It can also be used as an add-on hair treatment for clients with natural or coloured hair.

**39 LUMINOUS SHADES**  
GLOSS acidic hair colour treatment is available in a range of sheer, soft SHADES for endless creativity and natural looking results.

**NATURAL  
WARM  
COOL**



## GEL.ACTIVATOR

The GEL.ACTIVATOR features an innovative, luxurious liquid gel texture for easy and quick mixing. Its acidic pH protects the health and integrity of the hair.



# KEVIN.MURPHY+ BLONDE

LEVEL UP YOUR LIFT





**KEVIN.MURPHY+  
BLONDE**



# KEVIN.MURPHY+BLONDE

LEVEL UP YOUR LIFT

KEVIN.MURPHY+BLONDE is the new destination for blonde innovation. Designed to target the specific needs of blonde and lightened hair, these gentle yet high-performance solutions create flawless, shiny and healthy-looking blondes.

Introducing BLONDE HIGH.LIFT featuring 6 highlift shades designed to achieve ultra-light blonde results with warm, cool and neutral options.

## THE BENEFITS

- Optimum lift, neutralisation and hair protection
- 6 high lift shades with up to 5 levels of lightening plus refining and toning in one easy application

## THE CHOICES WE MAKE

- 100% Vegan ingredients
- Organic Argan Oil certified with Ecocert
- Certified supplier Maroccavie works to protect the Argan Forest and support the rural population
- 100% recyclable outer packaging

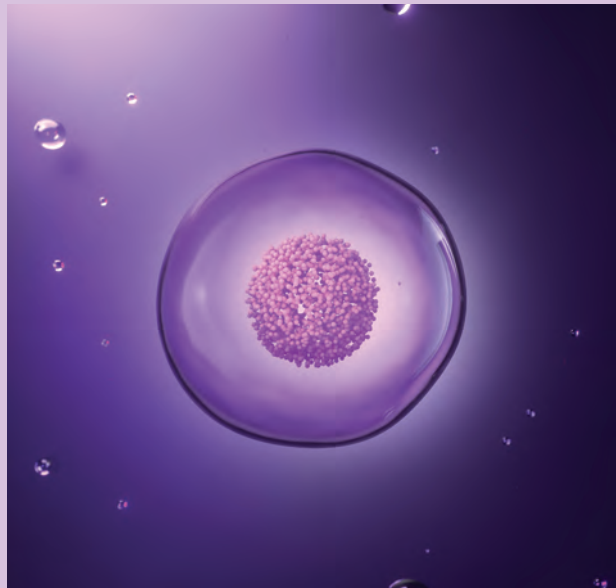


# KM.ARGAN-SPHERE

FOR SHINY, HEALTHY-LOOKING BLONDES WITH EVEN AND NEUTRALISED RESULTS.

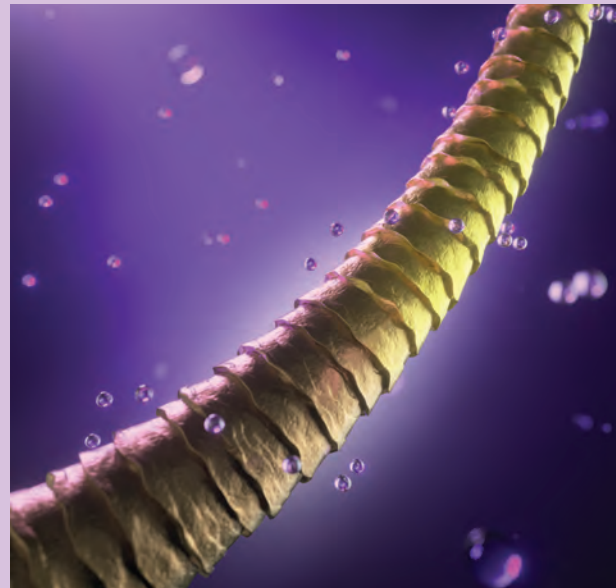


SCAN FOR  
KM.ARGAN-SPHERE  
TECHNOLOGY  
VIDEO



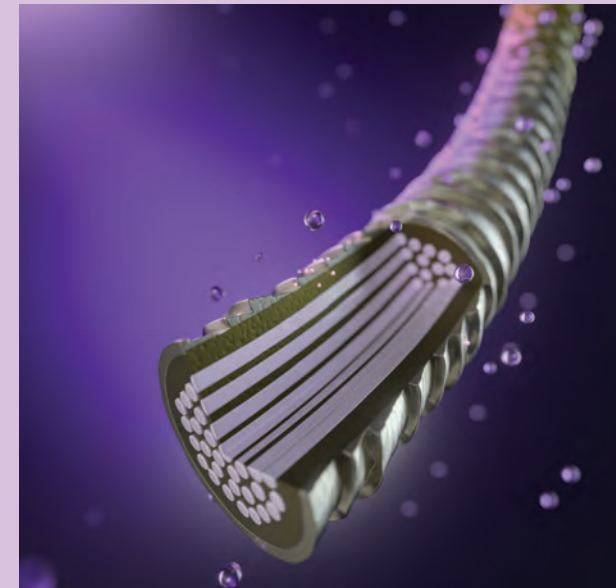
## STEP 1 KM.ARGAN-SPHERE STABILISATION

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.



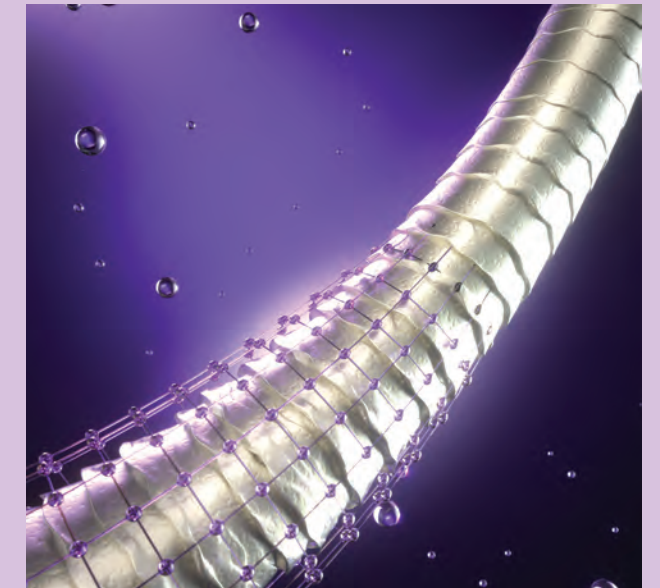
## STEP 2 OPTIMUM HAIR LIGHTENING

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.



# THE RANGE

## 6 HIGH.LIFTS

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







# KEVIN.MURPHY ACTIVATORS

Discover a range of premium, versatile activators integrated with the entire KEVIN.MURPHY colour line (excluding GLOSS), elevating your in-salon experience.

## WHY YOU'LL LOVE THEM

- **VEGAN FORMULAS:** ideal for creating 100% Vegan Colour services when combined with CODE SHADES and BLONDE HIGH.LIFTS.
- **ENRICHED WITH YUZU EXTRACT:** a luxurious skincare ingredient that helps nurture hair throughout the colouring process.
- **UNRIVALED SILKY FINISH:** for a smooth and easy application.
- **TEXTURE VERSATILITY:** two options catering to every colourist's application preference.

## THE RANGE

### 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%



# COLOUR TOOLS

## COLOUR.BOWL

The COLOUR.BOWL is an everyday essential. Its sleek, stylish and highly durable finish makes it a salon must-have for all colourists. Most colour bowls only hold up to 180g, leading to repeated colour mixing, but COLOUR.BOWL holds up to 250g of colour, providing enough room for a global application of long, thick hair, from new growth through to the ends.

## SUGARCANE.BOWL-LINER

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

## COLOUR.WHISK

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

## COLOUR TAIL.COMB

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

## COLOUR.BRUSH, PRECISION COLOUR.BRUSH

COLOUR BRUSHES feature premium bristles and a sleek design for optimal colour application.

## APPLICATOR.BOTTLE & MIXING.SPHERE

Custom designed APPLICATOR.BOTTLE allows for easy, ergonomic application from all angles while MIXING.SPHERE ensures a smooth, even consistency and facilitates cleaning.

## LIGHTENING.WAND

LIGHTENING.WAND creates 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.

## COLOR.ME TIMER

Easily track the developing time of COLOR.ME products with our COLOR.ME TIMER. Easy to operate and can be set in one-minute increments up to one hour, this timer is perfect for all salon processes to ensure the most precise processing time.

## COLOUR.SCALE

COLOUR.SCALE is ideal for measuring any colour formulation. Compact, precise and battery operated with a 180 second shut-off time.

## COLOUR.PALETTE

Colour like an artist with this exclusive COLOUR.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 COLOUR.WHEEL! This sleek, innovative tool, modelled after a skateboard wheel, is designed specifically for COLOR.ME by KEVIN.MURPHY 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.

## COLOUR.CAPE

Provide your clients with premium protection and maximum comfort with the COLOUR.CAPE. An everyday colour essential, our lightweight cape has been designed to offer protection and comfort, and is made from soft, colour-resistant material.

## COLOUR.APRON

Designed with colourists in mind, the COLOUR.APRON is as fashionable as it is functional. Our stylish apron provides premium protection, and has the added benefit of a super-convenient storage pocket. It's also made from high-quality materials that make it a true reflection of the KEVIN.MURPHY fashion aesthetic.

## COLOUR.RACK

Organise and display your COLOR.ME by KEVIN.MURPHY and KEVIN.MURPHY+CODE tubes effortlessly with the sleek COLOUR.RACK. Designed with modular, interlocking sets, it adapts any space and ensures a quick, clear view of each shade number for easy and precise selection.

## GLOSS.RACK

Keep your KEVIN.MURPHY+GLOSS bottles perfectly organised with the modular, interlocking GLOSS.RACK. Featuring an innovative pusher system, it ensures easy access and precise positioning of each bottle for a streamlined workflow. Maximise functionality and sale in your backbar with this must-have solution.

## SWATCH BOOKS

The KEVIN.MURPHY+CODE, COLOR.ME by KEVIN.MURPHY and KEVIN.MURPHY+GLOSS portfolios are at your fingertips! Explore the exclusive swatch books containing each range's hair swatches and usage guides.





# SUPPORT

KEVIN.MURPHY creates a positive impact on both your business and the client experience. We believe that understanding the diversity of each salon, stylist, and business is the key to meaningful collaboration. This, coupled with tailored support, education and development opportunities, will strengthen and enhance your brand to ensure a bright future together.

FOLLOW  
KEVIN.MURPHY  
EDUCATION  
ON INSTAGRAM



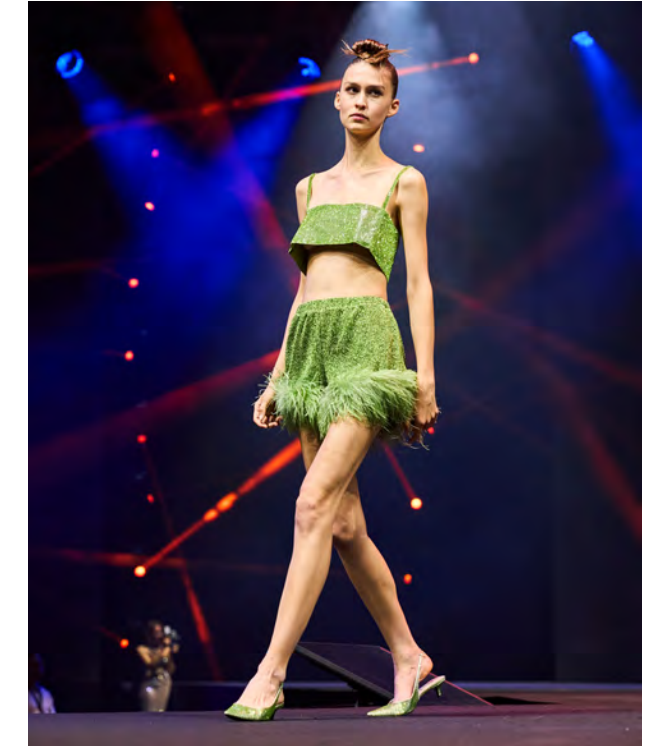
## EDUCATION

KEVIN.MURPHY education draws inspiration from the runway and editorial world, offering classes and programs designed to enhance the skill sets of all participants. We understand that colour plays a crucial role in salon revenue, and our goal is to empower salons and stylists to reach and expand their potential by providing colour techniques and services that enhance productivity.



## THE COLOUR JOURNEY

In order to bring our brand to life inside the salon, we've created inspiring visual tools that build loyalty and appeal, whilst generating a positive impact on both your business and the client experience.



## FASHION CONNECTION, INSPIRATION & COMMUNITY

In the ever-changing landscape of fashion trends, we recognise the evolving demands of salon clients. Our goal is to keep you seamlessly connected to the latest fashion trends so that you have all relevant information available at your fingertips. Our online channels are available 24/7, offering inspiration from pro tips, hair transformations, classes and opportunities to connect with our community.



# KEVIN.MURPHY EDUCATION

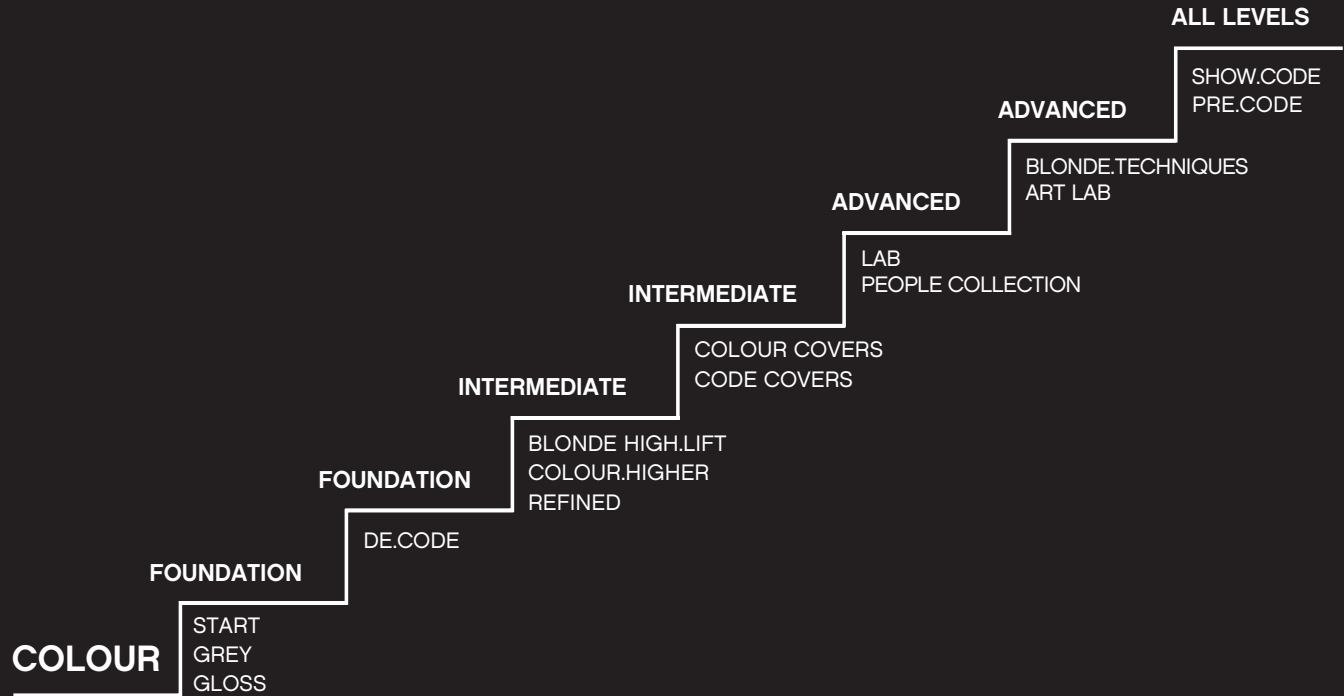
KEVIN.MURPHY EDUCATION has always held innovation and quality at heart and maintained an entrepreneurial mindset.

By bringing together a creative team from around the world, we offer education programs that inspire and enrich your skills and drive opportunity and your business forward at every level. Constantly evolving in an ever-changing industry, our educational offerings span both in-person technical classes and digital experiences delivered via a range of platforms as we engage stylists with changing priorities.

## CHOOSE YOUR OWN ADVENTURE ON THE STAIRWAY TO KEVIN!

Please contact your distributor Business Consultant for more information.

# STAIRWAY TO KEVIN



VISIT KEVIN.MURPHY  
EDUCATION PRO PAGE







# CONNECT WITH THE COMMUNITY

We want to be by your side 24/7 and keep you connected to the KEVIN.MURPHY experience.

You can join any of our social media channels to get connected with the most recent KEVIN.MURPHY news; from sneak peeks and exclusive behind-the-scenes images to product tips, latest fashion trends, prestigious awards and media features.

## CLICK AND **CONNECT**

Our digital learning platform to nourish your journey with fun things to explore. A place to login, learn and interact with the KEVIN.MURPHY Brand.



## JOIN OUR SOCIAL MEDIA CHANNELS

Scan the QR code to find all our social media channels.





# KEVINMURPHY.COM.AU

## SKINCARE FOR YOUR HAIR



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