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**KEVIN.MURPHY**

SALON LEAVE BEHIND

# 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.

KEVIN.MURPHY the brand has become known for its high quality, high performance, skincare inspired products that work for stylists and their clients - on set or in salon.

*“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*



# SKINCARE FOR YOUR HAIR

Born from the same philosophy as skincare, KEVIN.MURPHY products are weightlessly designed to deliver performance, strength and longevity. A combination of advanced skincare science and the very best natural 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, while remaining kind to the environment.





# THE CHOICES WE MAKE

THE CHOICES WE MAKE 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.

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

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.



# BLONDE

REFRESH AND REPAIR BRASSY AND YELLOWED BLONDE AND GREY TONES WITH OPTICAL BRIGHTENERS, LAVENDER AND JOJOBA SEED OIL TO RESTORE SHINE.



## 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.



# 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.



## 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.

## KILLER.CURLS RINSE

A nourishing Oat Milk 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.

## EASY.RIDER

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

## KILLER.TWIRLS

Nourishing curl refining air-dry crème. This leave-in styler helps to define while keeping hair hydrated and protected against humidity and adding shine.



# 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.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.



## THICK.AGAIN

Thickening lotion with Citrus Flavonoids and Nettle Extract. Nettle helps to thicken hair and prevent breakage, while Oleanic Acid helps to fortify and strengthen hair from the root.

# EVERLASTING.COLOUR

A RANGE OF COLOUR PRESERVING PRODUCTS FORMULATED TO RESTORE AND STRENGTHEN CHEMICALLY TREATED HAIR AND EXTEND THE VIBRANCY AND SHINE OF HAIR OVER TIME.



## EVERLASTING.COLOUR LEAVE-IN

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

## 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 pH balanced shampoo that 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.

# HYDRATE

THE ULTIMATE THIRST QUENCHER FOR DRY, DAMAGED HAIR.  
DESIGNED TO ADD WEIGHTLESS MOISTURE AND SILKY SOFTNESS  
WITH NOURISHING SHEA BUTTER AND KAKADU PLUM.



## UN.TANGLED

Leave-in conditioner formulated with a complex of nourishing Australian Fruit Extracts. Detangles, strengthens and restores hair to sleek perfection.



### HYDRATE-ME.RINSE

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

### HYDRATE-ME.WASH

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

# 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 the surface of the hair and provides a layer of conditioning while forming a weightless shield providing extreme heat protection.

# 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.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**  
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.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.



# REPAIR

REPAIR, RECONSTRUCT AND STRENGTHEN DRY, DAMAGED HAIR WITH A POWERFUL BLEND OF PINEAPPLE AND PAPAYA ENZYMES AND GREEN PEA PROTEIN.



## 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 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.



# SMOOTH

SOFTENS, SMOOTHES, AND HELPS FIGHT FLYAWAYS TO REFINE THICK, COARSE HAIR WITH A NOURISHING COMBINATION OF COCOA AND MURUMURU BUTTERS PLUS RESTORATIVE MONOI AND BAOBAB SEED OIL.

## SMOOTH.AGAIN.WASH

Targeted smoothing shampoo for thick, coarse hair featuring Monoi Oil to smooth 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.



# TEXTURE

GIVE YOUR HAIR BODY AND TEXTURE FOR THAT SEXY, MESSY BEACH LOOK INFUSED WITH CITRUS AND TANGERINE.

## FRESH.HAIR

A dry shampoo for hair that removes odours, excess oil and all your sins from the night before.



## HAIR.RESORT

Texturising 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.



# STYLE/CONTROL

MOLD, HOLD, CREATE AND CONTROL HAIRSTYLES WITH HIGH PERFORMANCE FORMULAS ENRICHED WITH NATURALLY DERIVED IVY, GREEN TEA AND BAMBOO EXTRACTS.



## SUPER.GOO

Firm hold, rubbery sculpting gel, featuring extracts from Green Tea, Bamboo and Nettle, moulds hair with a natural finish that won't flake.



## ROUGH.RIDER

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



## NIGHT.RIDER

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

## FREE.HOLD

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

## 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.



**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.

# THICKENING

STRENGTHEN AND DENSIFY FINE, THIN HAIR WITH A FUSION OF GINGER ROOT AND NETTLE EXTRACT INSPIRED BY ADVANCED EYELASH TECHNOLOGY.



## PLUMPING.RINSE

A thickening conditioner ideal for fine or thinning hair. A complex of Rice Amino Acids, Sugar Cane and extracts of Ginger Root and Nettle, work together to help restore and strengthen thin and/or aging hair.



## BODY.MASS

Thicken hair and help prevent breakage with this leave-in conditioning treatment infused with Wild Olive Tree Stem Cells and Nettle Extract that helps to fortify and strengthen hair at the root.

## PLUMPING.WASH

Densifying shampoo for fine hair infused with Ginger Root and Nettle Extract to help revitalise, refresh and add fullness to hair.

## 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.



## FULL.AGAIN

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



# VOLUME

DELIVER VOLUME, FULLNESS AND BODY TO FINE, LIMP HAIR WITH THIS INFUSION OF MANGO AND COCOA BUTTERS, GREEN TEA, LAVENDER AND ROSE HIP EXTRACTS.



## 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.



## 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.



## POWDER.PUFF

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

**ANTI.GRAVITY**  
Volumiser and texturiser that produces bigger, thicker hair.



# WORLD CLASS EDUCATION

The global KEVIN.MURPHY education team is renowned for their work within the fields of education, mentoring and as trend-setting platform, runway and editorial artists.

We aim high to deliver all the relevant education information you'll need across multiple platforms, right at your fingertips. By bringing together a creative team of highly-talented artists from around the world, we offer education programs that not only inspire and enrich your skills, but drive opportunity and your business forward at every level.

Our education offerings span across in-person technical classes and digital experiences delivered via a range of platforms as we engage stylists with changing priorities by upgrading your experience beyond sales. Meet Kevin, plus the many MASTERS that make up the innovative global world of KEVIN.MURPHY.

Please contact your distributor Business Consultant for more information.



# 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 authorised channels. While it is not possible to fully eliminate diversion, we work diligently to counter the availability of our products in unauthorised 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 a 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.



# PRODUCT COLLECTION



## WASHES

ANGEL.WASH  
BLONDE.ANGEL.WASH  
BLOW.DRY WASH  
EVERLASTING.COLOUR WASH  
HYDRATE-ME.WASH  
KILLER.CURLS WASH  
MAXI.WASH  
PLUMPING.WASH  
REPAIR-ME.WASH  
SMOOTH.AGAIN.WASH  
STIMULATE-ME.WASH  
YOUNG.AGAIN.WASH

## TREATMENTS

ANGEL.MASQUE  
BLONDE.ANGEL  
BODY.MASS  
EVERLASTING.COLOUR LEAVE-IN  
EVERLASTING.COLOUR TREATMENT  
HYDRATE-ME.MASQUE  
LEAVE-IN.REPAIR  
RE.STORE  
SHIMMER.ME BLONDE  
SHIMMER.SHINE  
STAYING.ALIVE  
THICK.AGAIN  
UN.TANGLED  
YOUNG.AGAIN  
YOUNG.AGAIN.MASQUE

## STYLING

ANTI.GRAVITY  
ANTI.GRAVITY.SPRAY  
BEDROOM.HAIR  
BODY.BUILDER  
DOO.OVER  
EASY.RIDER  
EVER.SMOOTH  
FREE.HOLD  
FULL.AGAIN  
HAIR.RESORT  
HAIR.RESORT.SPRAY  
KILLER.CURLS  
KILLER.TWIRLS  
KILLER.WAVES  
MOTION.LOTION  
NIGHT.RIDER  
POWDER.PUFF  
ROUGH.RIDER  
SESSION.SPRAY  
SESSION.SPRAY FLEX  
SMOOTH.AGAIN  
SUPER.GOO  
TOUCHABLE

## RINSES

ANGEL.RINSE  
BLOW.DRY RINSE  
EVERLASTING.COLOUR RINSE  
HYDRATE-ME.RINSE  
KILLER.CURLS RINSE  
PLUMPING.RINSE  
REPAIR-ME.RINSE  
SMOOTH.AGAIN.RINSE  
YOUNG.AGAIN.RINSE

## PROTECT

HEATED.DEFENSE

## DRY SHAMPOO & DRY CONDITIONER

FRESH.HAIR  
YOUNG.AGAIN DRY CONDITIONER

# KEVINMURPHY.COM.AU

## SKINCARE FOR YOUR HAIR



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