



COLOR.ME
by **KEVIN.MURPHY**



COLOR.ME

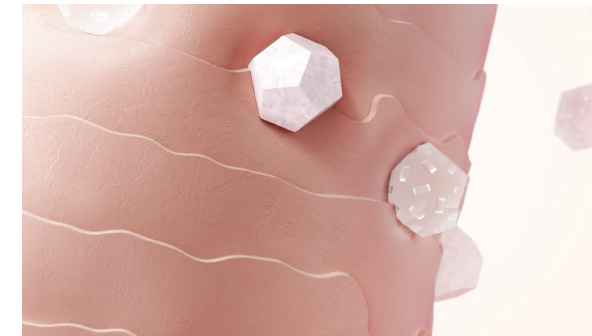
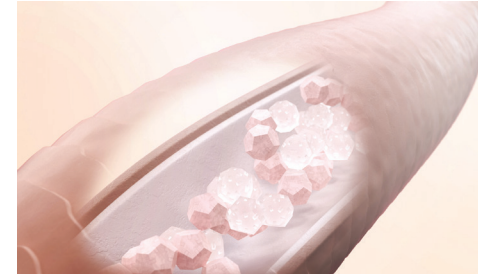
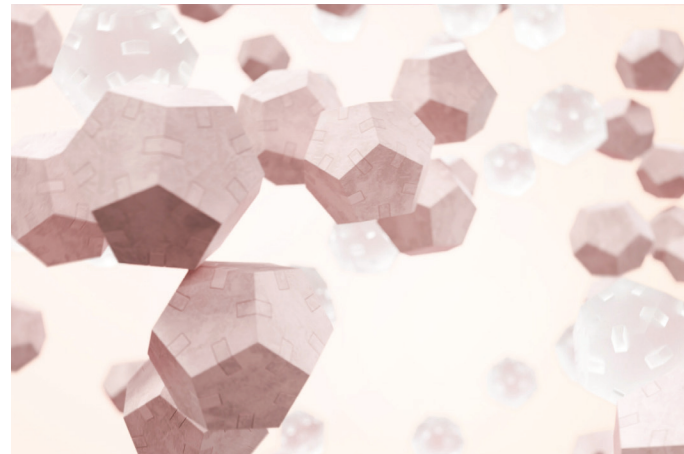
is born from KEVIN.MURPHY's vision of fusing session work, fashion and hair colour. This compact colour line delivers high performance, natural looking results and optimum colour functionality. An artful blend of gentle and naturally derived ingredients moisturise, rejuvenate and impart incredible shine 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.



93 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 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

93 HONEY BASED SHADES

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





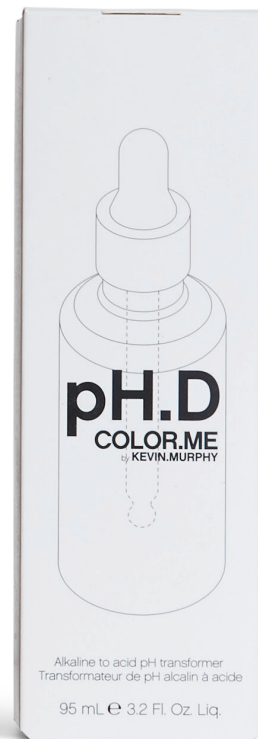
CREAM.ACTIVATOR

An incredibly creamy and nourishing formula. CREAM.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%)



pH.D

Alkaline to acid pH transformer designed to instantly transform oxidative colour into a gentle acid colouration. Creates new colour opportunities while delivering long lasting brilliance and shine.



LIQUID.ACTIVATOR

Liquid colour activator allows for ideal colour consistency and quick and easy bottle application.

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





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

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





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, foilageage, 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!

COLOR.ME ONLINE EDUCATION



Learn more about COLOR.ME products, tools and techniques by scanning here to access our complete collection of educational videos.





“ 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

KEVIN.MURPHY

KEVINMURPHY.COM.AU



@KEVINMURPHYINTL



@LOVE_KEVIN_MURPHY



LOVE KEVIN MURPHY



LOVEKEVINMURPHY.COM