

KEVIN.MURPHY

# LOOK.BOOK

2021

# Letter from Kevin

Hi,

I am so excited to share with you the newest edition of our LOOK.BOOK showcasing VELVET.FLORA and ULTRA.VIOLET as they come together to create our 2021-2022 collection. I wanted to create a decadent dreamland while still allowing you to look toward the future of reality with glowing optimism.

It is my greatest hope that we no longer feel the need to withdraw and instead feel inspired to shine once again. Now that we've retreated and explored a deeper sense of self, let's encourage each other to step out from the shadows and celebrate who we have become through the freedom of expression.

This LOOK.BOOK is filled with inspiration that celebrates diversity, acceptance and connection to others. Discover new looks, groundbreaking products, vibrant colour, and high fashion styles that can be easily recreated in the salon or at home.

Enjoy!



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# HAIR INNOVATION

“From the very start I wanted to create a range that would take hair trends in new directions. Each year we celebrate this innovation with a collection that brings it all together. Everything is driven by my desire to give you the products and tools needed to create those special moments yourself.”

Kevin Murphy



COLOR.ME  
FORMULA A: POWDER.LIGHTENER +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: POWDER.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA C: 8.71 + 10% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)  
FORMULA D: 11.3 + CLEAR + YELLOW  
+ 10% pH.D + LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. PLUMPING.WASH +  
PLUMPING.RINSE  
2. BODY.MASS + BODY.BUILDER  
+ ROLL.BRUSH  
3. DOO.OVER + DETAILING.BRUSH +  
SHIMMER.ME BLONDE



# Skincare for Your Hair

Born from the same philosophy as skincare, KEVIN.MURPHY products are weightlessly designed to deliver performance, strength and longevity. Combining advanced scientific knowledge with the very best natural ingredients, KEVIN.MURPHY products provide the tools to recreate high-fashion runway looks in the salon and at home, while always remaining kind to the environment. A powerhouse of antioxidants from natural sources such as Kakadu Plum, Orchid, Lotus Flower and Desert Lime, help to reduce breakage and assist in repairing the look and feel of chemically damaged hair.

All KEVIN.MURPHY products are naturally sulphate free, paraben free and free from animal testing.

Our washes use only natural, plant-derived surfactants that create rich, luxurious lathers to effectively cleanse and remove surface oil and dirt without stripping or fading hair colour. AHAs or fruit acids extracted from sugarcane work to gently exfoliate the hair's surface without drying or depleting its natural moisture.

Our luxurious rinses (aka conditioners) smooth and moisturise the surface of the hair. Nourishing and moisturising agents from Mango and Murumuru Butters help smooth the cuticle and soften the hair from root to tip.

“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 Murphy

**COLOR.ME**  
LEFT: 8.1 + SOFT.VIOLET +  
LIQUID.ACTIVATOR 3.5 VOL. (1%)  
RIGHT: 8.71 + YELLOW + 5% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

**STYLE.ME**  
1. SMOOTH.AGAIN.WASH +  
SMOOTH.AGAIN.RINSE  
2. MOTION.LOTION + YOUNG.AGAIN  
3. KILLER.WAVES

# Kevin the

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.

# Session Stylist



# Velvet Flora

COLOR.ME  
FORMULA A:  
POWDER.LIGHTENER  
AMMONIA FREE +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA B:  
CLEAR + 8.4 + YELLOW +  
10% pH.D +  
LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. REPAIR-ME.WASH +  
REPAIR-ME.RINSE  
2. EVER.THICKEN +  
3. SESSION.SPRAY FLEX +  
SMOOTHING.BRUSH



## velvet flora

Imagine the halcyon days of summer, the scent of flowers in full bloom, the sound of bees humming around them, and the dappled light piercing the vines that surround a charming Italian villa. This is VELVET.FLORA. Our collection was inspired in part by *The Roses of Heliogabalus*, painted in 1888 by Anglo-Dutch artist Sir Lawrence Alma-Tadama, that depicts the young Roman Emperor Heliogabalus hosting a decadent banquet with guests immersed in drifts of petals.

It is here in our VELVET.FLORA fantasy that our MUSE, our enchanting hostess, invites you into her world of romance and glamour. See a kaleidoscope of colour, feel the cascading blooms and experience the sensation of being completely lost in beauty—a unique dream of your imagination. Drifts of flowers form a cushion that softens your sense of reality and allows you to feel swept away toward a sensorial future of hope, love and togetherness. As you look beyond the beauty that drew you in, you discover freedom of expression among a community of human beings mingling in perfect harmony.



COLOR.ME  
FORMULA A: 8.71 + BLUE +  
CREAM.ACTIVATOR 30 VOL. (9%)  
FORMULA B: 6.71 + CREAM.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. ANGEL.WASH + ANGEL.RINSE  
2. HAIR.RESORT + TEXTURE.COMB  
3. BEDROOM.HAIR





love

HAIR

COLOR.ME  
8.71 + YELLOW + 5% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. SCALP.SPA WASH +  
YOUNG.AGAIN.MASQUE +  
SCALP.SPA TREATMENT  
2. YOUNG.AGAIN  
3. YOUNG.AGAIN  
DRY CONDITIONER



COLOR.ME  
FORMULA A: POWDER.LIGHTENER AMMONIA FREE +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: CLEAR + 8.4 + YELLOW + 10% p.H.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. PLUMPING.WASH + PLUMPING.RINSE  
2. EVER.THICKEN + WAVE.CLIPS  
3. SESSION.SPRAY + DETAILING.BRUSH



COLOR.ME  
FORMULA A: POWDER.LIGHTENER  
AMMONIA FREE + CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA B: CLEAR + 8.4 + YELLOW +  
10% pH.D + LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. PLUMPING.WASH + PLUMPING.RINSE  
2. EVER.LIFT + SMALL.ROLL.BRUSH  
3. SESSION.SPRAY + STYLING.BRUSH

“Movement that appears natural can be very hard to achieve, and even harder to maintain. It’s not as simple as just leaving your hair to air dry. Great looking natural hair always comes down to your product choice.”

Kevin Murphy



COLOR.ME  
FORMULA A: 8.71 + BLUE +  
CREAM.ACTIVATOR 30 VOL. (9%)  
FORMULA B: 6.71 + CREAM.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. HYDRATE-ME.WASH +  
HYDRATE-ME.RINSE  
2. YOUNG.AGAIN + KILLER.CURLS  
3. MOTION.LOTION + BEDROOM.HAIR



COLOR.ME

FORMULA A: POWDER.LIGHTENER +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: POWDER.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA C: 8.71 + 10% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)  
FORMULA D: 11.3 + CLEAR + YELLOW +  
10% pH.D + LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME

1. ANGEL.WASH + ANGEL.RINSE  
2. ANTI.GRAVITY + ANTI.GRAVITY.SPRAY +  
SMALL.ROLL.BRUSH  
3. SESSION.SPRAY + DETAILING.BRUSH

# The Choices We Make

At KEVIN.MURPHY, we care about the environment and make every effort to lessen our impact. Creating products with a conscience that are both kind to the hair and to the environment has been our guiding principle from the very beginning. Every product is formulated with natural ingredients from sustainable and renewable sources that are harvested in an environmentally responsible way. We use packaging that is recyclable wherever possible. Our sleek, modern, square bottles aren't just uniquely designed for looks—they actually hold more product while using less plastic.

Our passion for protecting the environment goes beyond just our products and packaging. From collaborating with Al Gore in the Climate Reality Project, to donating to the Australian Conservation Foundation and supporting environmentally focused charities through THE HEART OF KEVIN.MURPHY, we continue to be part of the global solution for change.

We also love our furry friends and will never harm nor test on animals. At KEVIN.MURPHY, THE CHOICES WE MAKE maintain our commitment to the environmental issues that affect us all.

COLOR.ME  
FORMULA A:  
CREAM.LIGHTENER +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: ICE + CRYSTAL +  
BEIGE + LIQUID.ACTIVATOR  
3.5 VOL. (1%)

STYLE.ME  
1. BLONDE.ANGEL WASH +  
BLONDE.ANGEL  
2.HEATED.DEFENSE +  
HAIR.RESORT.SPRAY +  
SMALL.ROLL.BRUSH  
3.SESSION.SPRAY FLEX +  
SHIMMER.ME BLONDE

One of my biggest concerns was that I didn't want my products to be responsible for the destruction of the environment.

Kevin Murphy

# Hydrate

Give dry, damaged hair some love and much needed hydration. Our HYDRATE regimen is the ultimate thirst quencher for parched hair, designed to add weightless moisture and silky softness with a replenishing cocktail of naturally derived ingredients. Harvested from the Australian Rainforest, Kakadu Plum is known as the world's most powerful Antioxidant - delivering 50 times more Vitamin C than any other known plant. This highly concentrated Antioxidant, combined with nourishing Shea Butter and Orchid Extract, help repair the hair's surface by locking in essential moisture for smooth, healthy-looking hair from root to tip.



HYDRATE-ME.WASH — HYDRATE-ME.RINSE  
HYDRATE-ME.MASQUE — UN.TANGLED — SHIMMER.SHINE

## SHIMMER.SHINE

Create a finished look that boasts magnificent shine with this dual-purpose styling and treatment mist in-one. A carefully selected blend of highly resilient Australian Fruit Extracts combined with Vitamins C and E, Baobab, Immortelle and Bamboo Extracts add elasticity, strength and lustre for optimal hair health. It's a spritz of shimmering goodness for the hair.



## KILLER.WAVES

Embrace your hair's natural texture with this weightless, invisible curl enhancer for fine wavy or curly hair. Designed to separate and define natural waves and curls, this antioxidant-rich spray also helps reduce frizz for beautiful, bouncy KILLER.WAVES.

COLOR.ME  
8.1 + SOFT.VIOLET +  
LIQUID.ACTIVATOR  
3.5 VOL. (1%)

STYLE.ME  
1. YOUNG.AGAIN.WASH +  
YOUNG.AGAIN.RINSE  
2. KILLER.CURLS  
3. YOUNG.AGAIN

# Curl

Put the bounce back into sad curls and get frizz under control. Our CURL regimen defines and enhances curly and wavy hair, while a carefully selected blend of weightless moisturisers and frizz fighters helps nourish and treat hair as you style.



EASY.RIDER — MOTION.LOTION — KILLER.CURLS — KILLER.WAVES



# Thickening

Plump up your hair with our THICKENING regimen featuring advanced eyelash thickening technology that utilises Tripeptides to help strengthen and densify fine or thin hair. Immortelle and Baobab Extracts help retain moisture and elasticity. Say hello to extra fullness and thickness with beautif-FULL body and bounce.



## DOO.OVER

A 'hair-do' in a can, DOO.OVER is our dry powder finishing hairspray that creates lasting volume and hold with a softer look and feel. From photo shoots to everyday styles, DOO.OVER is your secret weapon for hold with the ability to mould, form and shape the hair while retaining freedom of natural movement.



PLUMPING.WASH — PLUMPING.RINSE — STAYING.ALIVE  
FULL.AGAIN — BODY.MASS — DOO.OVER

“With the new SCALP regimen, I sought to create products that address many of our scalp needs. These star products are packed with a range of skin loving ingredients that nurture the scalp back to health, giving your hair radiant results. A clean, healthy scalp is important to ensuring the health and growth of your hair.”

Kevin Murphy



COLOR.ME  
8.71 + YELLOW + 5% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. SCALP.SPA WASH +  
YOUNG.AGAIN.MASQUE +  
SCALP.SPA TREATMENT  
2. YOUNG.AGAIN  
3. YOUNG.AGAIN DRY CONDITIONER



# Scalp

Healthy hair begins with a healthy scalp. Treat it as you would your skin and take your scalp to the spa with a luxurious blend of skin-loving ingredients like Micelles, Celery Seed Extract and Rose Water—all hand-picked for their abilities to help soothe, balance and retain moisture for optimal scalp health.

SCALP.SPA SCRUB — SCALP.SPA WASH  
SCALP.SPA SERUM — SCALP.SPA TREATMENT  
SCALP.SPA BRUSH



### THICK.AGAIN

Make thinning hair THICK.AGAIN with our leave-in thickening treatment. We harnessed the power of a breakthrough eyelash thickening and lengthening technology to leave hair looking thick and full, while Antioxidant-rich, nourishing ingredients help strengthen and fortify hair to reduce breakage.

COLOR.ME  
9.1 + 9.28 + 5% p.H.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. MAXI.WASH +  
STIMULATE-ME.RINSE  
2. KILLER.WAVES  
3. MOTION.LOTION

# Detox

Give hair and scalp a much-needed DETOX. Wash away unwanted mineral and product buildup while a stimulating blend of Camphor, Bergamot, Mint and Black Pepper invigorate, strengthen and revitalise the hair and scalp.



MAXI.WASH — BALANCING.WASH — STIMULATE-ME.WASH  
STIMULATE-ME.RINSE — THICK.AGAIN

# Blonde



This bestselling regimen was created with love for our blondes. Bombshells, prepare to be blown away as brassy, blah tones are virtually banished and shine is restored. From creamy to platinum, to yellowed or grey, no blonde is left un-toned thanks to a restorative blend of Optical Brighteners, Lavender and Jojoba Seed Oil.

BLONDE.ANGEL.WASH — BLONDE.ANGEL — SHIMMER.ME BLONDE



COLOR.ME  
 LEFT: FORMULA A: CREAM.LIGHTENER +  
 CREAM.ACTIVATOR 10 VOL. (3%)  
 FORMULA B: ICE + CRYSTAL +  
 BEIGE + LIQUID.ACTIVATOR 3.5 VOL. (1%)  
 RIGHT: FORMULA A: CREAM.LIGHTENER +  
 CREAM.ACTIVATOR 20 VOL. (6%)  
 FORMULA B: NATURAL + ICE +  
 LIQUID.ACTIVATOR 3.5 VOL. (1%)

STYLE.ME  
 1. BLONDE.ANGEL.WASH + BLONDE.ANGEL  
 2. ANTI.GRAVITY + TEXTURE.COMB  
 3. DOO.OVER + SHIMMER.ME BLONDE

ANGEL.WASH — ANGEL.RINSE  
ANGEL.MASQUE — ANTI.GRAVITY  
ANTI.GRAVITY.SPRAY — POWDER.PUFF  
BODY.BUILDER



# Volume

Give your hair some serious extra oomph. Our VOLUME regimen delivers volume, fullness and body to fine, fragile hair. A nurturing infusion of Mango and Cocoa Butters, Green Tea, Lavender and Rose Hip Extracts help moisturise the hair without weighing it down. Soothing essential oils, vitamins, proteins and powerful antioxidants help to nourish and transform hair that has been colour treated or damaged. Create styles that defy gravity with out-of-this-world volume, flexible fullness and hold.

# Texture

While on a shoot in Malaysia at the height of the smoothing craze, a wave crashed into the set, giving Kevin the idea to scrunch a mixture of eyeshadow and hair gel into the model's hair. With this new form of texture, Kevin was named the creator of the beach wave by Vogue Magazine, and HAIR.RESORT was born. Infused with Honey and Citrus Oils, our line of TEXTURE products create sexy, surfer texture to give you the iconic beach hair look that Kevin is renowned for.



HAIR.RESORT — HAIR.RESORT.SPRAY — FRESH.HAIR



COLOR.ME  
FORMULA A: 8.71 + BLUE +  
CREAM.ACTIVATOR 30 VOL. (9%)  
FORMULA B: 6.71 +  
CREAM.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. YOUNG.AGAIN.WASH +  
YOUNG.AGAIN.RINSE +  
YOUNG.AGAIN.MASQUE  
2. FRESH.HAIR + TEXTURE.COMB  
3. HAIR.RESORT.SPRAY +  
HAIR.RESORT



COLOR.ME  
 FORMULA A: CREAM.LIGHTENER +  
 CREAM.ACTIVATOR 20 VOL. (6%)  
 FORMULA B: NATURAL + ICE +  
 LIQUID.ACTIVATOR 3.5 VOL. (1%)

STYLE.ME  
 1. STIMULATE-ME.WASH +  
 STIMULATE-ME.RINSE  
 2. LEAVE-IN.REPAIR +  
 SUPER.GOO + TAIL.COMB  
 3. HAIR.NET + TOUCHABLE

# Style/Control



Mould, create and control your style with our range of supercharged formulas enriched with naturally derived ingredients like Grapefruit, Green Tea and Bamboo Extracts. From moulding pastes, to styling clay and sculpting gel, these formulas are tailor-made to give you the control you need and the texture you crave.

NIGHT.RIDER — FREE.HOLD — ROUGH.RIDER — SUPER.GOO



# No Shrinking Violet

As we move to a new future, express your originality, ingenuity and visionary thinking with these fresh, modern shades. No more hiding. It's time to emerge from the shadows and step into the light. Be who you are and explore new creative avenues of unique self-expression. Discover colour that brings hope and shows that you are NO SHRINKING VIOLET. You are thriving and beautiful.



COLOR.ME  
FORMULA A: CREAM.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA B: 7.88 +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA C: 8.1 + 8.00 +  
CREAM.ACTIVATOR.10 VOL. (3%)

STYLE.ME  
1. EVERLASTING.COLOUR WASH +  
EVERLASTING.COLOUR RINSE  
2. HEATED.DEFENSE +  
ANTI.GRAVITY.SPRAY  
3. TEXTURE.COMB +  
SHIMMER.ME BLONDE



COLOR.ME  
FORMULA A: CREAM.LIGHTENER +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: 9.88 + CLEAR +  
CREAM.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. ANGEL.WASH + ANGEL.RINSE  
2. LEAVE-IN.REPAIR + TAIL.COMB  
3. HAIR.NET + TOUCHABLE

COLOR.ME  
FORMULA A:  
CREAM.LIGHTENER +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA B:  
9.88 + CLEAR +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
STYLE.ME  
1. RE.STORE  
2. EASY.RIDER  
3. SHIMMER.ME BLONDE

COLOR.ME  
9.88 + LIQUID.ACTIVATOR  
3.5 VOL. (1%)

STYLE.ME  
1. ANGEL.WASH + ANGEL.RINSE  
2. LEAVE-IN.REPAIR + TAIL.COMB  
3. HAIR.NET + TOUCHABLE

NEW!

# Violet.Intense

These fresh new COLOR.ME SHADES are for no shrinking violet. Ethereal boldness can be seen in these enigmatic violets that are intriguing, yet unexpectedly modern. Use them to counteract warmth in blondes or add an intense violet reflect to make an electrifying statement. However you decide to use them, the versatility will open endless creative avenues of unique self-expression.

“Product performance is a top priority for me. Achieving 100% grey coverage, alongside the ability to create multi-tonal effects from a small yet flexible range were also essential elements when it came to creating COLOR.ME.”

**Kevin Murphy**

### pH.D

Your COLOR.ME range is smarter than ever thanks to this colour chemist in a bottle. Formulated with stabilised Vitamin C, Lemongrass, Sweet Orange and Grapefruit Essential Oils, pH.D transforms any alkaline shade to a gentle, more acidic colour that conditions hair and counteracts unwanted reflects. Permanent shades become a no-lift, no-shift, deposit-only colour with long-lasting brilliance and shine.



NEW!

# Chocolate.Ash

Natural with a touch of drama.

CHOCOLATE.ASH brings a luminous, confident glow that conveys a message of natural beauty paired with glamour and luxury. Perfectly juxtaposed, these flattering shades are effortless and earthy, yet sensuous and sophisticated. Create cool chocolates, taupe and bronde reflects for a multifaceted colour that is low maintenance and highly dimensional with shine like no other.

# Ultra Violet

Step out of the darkness and into a vibrant setting of bold colour with a touch of extravagance. Inspired by 70's French disco, ULTRA.VIOLET is your coming out party where memories of nights past and nights yet to come bring a glowing sense of optimism. A new wave of high-octane glamour is on the way as we all prepare to dress up once again. Gowns, glitter, heels, highly styled hair—nothing is off limits. Now isn't the time for playing it safe, it's time to embrace the unabashed maximalism offered. ULTRA.VIOLET gives you a modern dress up box to explore who you have become and who you belong with. Bring new joy back into your life, your hair and your wardrobe. Allow glamour to make a cool comeback as you create looks that stand the test of time and make your heartbeat faster.



COLOR.ME  
FORMULA A:  
ULTIMATE.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA B: 6.71 +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA C: 6.71 + 8.71 +  
5% pH.D + LIQUID.ACTIVATOR  
10 VOL. (3%)  
FORMULA D: 8.71 + 9.28 +  
10% pH.D + LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. EVERLASTING.COLOUR WASH +  
EVERLASTING.COLOUR RINSE  
2. EVER.SMOOTH  
3. SESSION.SPRAY +  
STYLING.BRUSH



ultra  
violet



COLOR.ME  
FORMULA A: POWDER.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA B: 9.3 + CLEAR + YELLOW +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA C: 9.0 + 8.71 + 5% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)  
FORMULA D: 11.3 + YELLOW + CLEAR +  
5% pH.D + LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. EVERLASTING.COLOUR WASH +  
EVERLASTING.COLOUR RINSE  
2. EVER.SMOOTH  
3. SESSION.SPRAY FLEX +  
STYLING.BRUSH

COLOR.ME  
FORMULA A: CREAM.LIGHTENER +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA B: ICE + CRYSTAL + BEIGE +  
LIQUID.ACTIVATOR 3.5 VOL. (1%)

STYLE.ME

1. BLONDE.ANGEL.WASH +  
BLONDE.ANGEL  
2. HEATED.DEFENSE +  
ANTI.GRAVITY.SPRAY +  
SMALL.ROLL.BRUSH  
3. SESSION.SPRAY FLEX +  
SHIMMER.ME BLONDE







“As an editorial stylist  
I needed products  
that would meet the  
high demands of  
session styling. These  
products had to be high  
performing, weightless  
and invisible.”

Kevin Murphy

COLOR.ME  
5.0 + 6.71 +  
LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. MAXI.WASH +  
BALANCING.WASH +  
ANGEL.RINSE  
2. HAIR.RESORT  
3. BEDROOM.HAIR +  
TEXTURE.COMB

“As a smart, flexible range on a mission to help colourists work smarter, not harder, I am constantly exploring the best innovations in colour technology. pH.D gives colourists the ability to transform permanent colour into a true no-lift, no-shift deposit only colour, increasing service options while decreasing inventory.”

Kevin Murphy

# Lift Shift



COLOR.ME  
FORMULA A:  
ULTIMATE.LIGHTENER +  
CREAM.ACTIVATOR  
20 VOL. (6%)  
FORMULA B: 6.71 +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA C: 6.71 +  
8.71 + 5% pH.D +  
LIQUID.ACTIVATOR  
10 VOL. (3%)  
FORMULA D: 8.71 +  
9.28 + 10% pH.D +  
LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. HYDRATE-ME.WASH +  
HYDRATE-ME.RINSE +  
UN.TANGLED  
2. HAIR.RESORT.SPRAY  
3. SESSION.SPRAY FLEX +  
SHIMMER.SHINE

# Colour with a Conscience

COLOR.ME is our multi-tonal, high-performing, flexible colour line created to give stylists endless possibilities to optimise colour work—from creating ground-breaking new techniques to customising colours. Packed with naturally beneficial ingredients, COLOR.ME helps to moisturise and rejuvenate the hair while imparting incredible shine and colour. It's natural, good-for-you colour that's kind to the hair and also kind to the environment.



# Activators

LIQUID.ACTIVATOR — CREAM.ACTIVATOR

Exclusively formulated to maximise the specialised qualities of COLOR.ME, our LIQUID and CREAM.ACTIVATORS are mixed with shades to achieve your desired end result.

LIQUID.ACTIVATOR is the perfect viscosity for a quick basin application and is ideally suited for liquid refining.

CREAM.ACTIVATOR creates a beautiful colour mix that is easy to apply with no running or dripping and ensures a luxurious cosmetic feel on the hair.



# Lighteners

Lighten up with our collection of high-performance lighteners that achieve up to six to nine levels of lift. A range of innovative formulas and textures offer colourists a customised lightening approach to meet each client's individual hair goals.



- POWDER.LIGHTENER
- POWDER.LIGHTENER AMMONIA-FREE
- CREAM.LIGHTENER
- CREAM.LIGHTENER AMMONIA-FREE
- FREESTYLE.LIGHTENER
- ULTIMATE.LIGHTENER

COLOR.ME  
 FORMULA A:  
 POWDER.LIGHTENER +  
 CREAM.ACTIVATOR 20 VOL. (6%)  
 FORMULA B:  
 9.3 + CLEAR + YELLOW +  
 CREAM.ACTIVATOR 10 VOL. (3%)  
 FORMULA C:  
 9.0 + 8.71 + 5% pH.D +  
 LIQUID.ACTIVATOR 10 VOL. (3%)  
 FORMULA D:  
 11.3 + YELLOW + CLEAR +  
 5% pH.D + LIQUID.ACTIVATOR  
 10 VOL. (3%)

STYLE.ME  
 1. PLUMPING.WASH +  
 PLUMPING.RINSE  
 2. HEATED.DEFENSE +  
 ANTI.GRAVITY.SPRAY +  
 3. SESSION.SPRAY FLEX +  
 TAIL.COMB



## OPTIMUM COLOUR FUNCTIONALITY

Endless possibilities. Endless creativity. COLOR.ME is so versatile that it can be used as a demi or permanent colour.

## HIGH PERFORMANCE

Imparts beautiful multi-tonal effects, provides brilliant grey coverage and delivers up to four levels of lift.

# Tools

"Fashion is fast-moving and constantly changing - so having a variety of tools is essential when it comes to creating textures that can't always be achieved with product alone. To manipulate and work the hair in a variety of ways you need the right tools. Our stylist tools help reinforce and assist with the creation of form and will also add longevity to your work."

**Kevin Murphy**

HAIR.CURLERS.LARGE  
HAIR.CURLERS.MEDIUM  
PIN.CLIPS  
TEXTURE.COMB  
TAIL.COMB  
CUTTING.COMB  
TEXTURE.NET  
WAVE.CLIP  
SEWING.KIT  
DETAILING.BRUSH



## Stylist Tools

COLOUR.PALETTE  
LIGHTENING.WAND  
COLOUR.BOWL  
COLOUR.WHISK  
SUGARCANE.BOWL-LINER  
COLOUR.BRUSH  
PRECISION COLOUR.BRUSH  
ANGLED PRECISION.BRUSH  
COLOUR.CAPE  
COLOUR.APRON  
COLOUR.WHEEL  
COLOUR.SCALE



# Smooth

SMOOTH.AGAIN.WASH  
SMOOTH.AGAIN.RINSE  
SMOOTH.AGAIN

Fight frizz and tame unruly tresses with our SMOOTH regimen. Our hard-working, smooth operators are infused with naturally powerful smoothing and repairing ingredients. Tahitian Gardenia and Murumuru, Shea and Mango Butters help moisturise, smooth and de-frizz to refine thick, coarse hair, leaving it silky soft and extremely touchable.



COLOR.ME  
FORMULA A:  
POWDER.LIGHTENER  
AMMONIA FREE +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA B: CLEAR +  
8.4 + YELLOW + 10% pH.D +  
LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. SMOOTH.AGAIN.WASH +  
SMOOTH.AGAIN.RINSE  
2. SMOOTH.AGAIN +  
SMALL.ROLL.BRUSH  
3. SESSION.SPRAY +  
SHIMMER.SHINE



## LEAVE-IN.REPAIR

This nourishing leave-in treatment packs a powerful punch with superfood proteins and vitamin goodness that get to work to repair and restore damage where it's needed most. Achieve shiny, glossy, weightless hair with the added bonus of heat protection.

COLOR.ME  
FORMULA A: POWDER.LIGHTENER + CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA B: 9.3 + CLEAR + YELLOW + CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA C: 9.0 + 8.71 + 5% p.H.D + LIQUID.ACTIVATOR 10 VOL. (3%)  
FORMULA D: 11.3 + YELLOW + CLEAR + 5% p.H.D + LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. REPAIR-ME.WASH + REPAIR-ME.RINSE  
2. LEAVE-IN.REPAIR  
3. YOUNG.AGAIN DRY CONDITIONER + SESSION.SPRAY + DETAILING.BRUSH

# Repair

REPAIR-ME.WASH — REPAIR-ME.RINSE — RE.STORE — LEAVE-IN.REPAIR



Bring dry, damaged, frizzy, over-processed hair back to life with our REPAIR regimen, formulated with superfood proteins from nutrient-rich Green Pea that restore frazzled locks. Powerful Papaya and Pineapple enzymes penetrate the hair to naturally bind moisture and provide targeted nutrition without added weight. Bask in a lush aroma of Oranges, Sweet Florals and Currant Noir Extracts as you give hair some much needed love.



# Blow. Dry.



Create the perfect blowout EVER-y time. Our remarkable product EVER.SMOOTH started a BLOW.DRY revolution with an entire line of EVER products, each designed with specific hair goals in mind. Thanks to our cutting-edge cross-polymer technology, these results-driven formulas cut blow dry time and guard against humidity and frizz to seal in a flawless style that lasts.

EVER.SMOOTH — EVER.LIFT  
EVER.THICKEN — EVER.BOUNCE



# Protect

## HEATED.DEFENSE

Arm your hair with a protective shield against heat damage. HEATED.DEFENSE is a weightless, invisible, leave-in foam treatment designed to deliver a supreme line of defense against damage associated with heated and mechanical tools. Provides extreme heat protection up to 232°C / 450°F.



COLOR.ME  
FORMULA A: ULTIMATE.LIGHTENER +  
CREAM.ACTIVATOR 20 VOL. (6%)  
FORMULA B: 6.71 +  
CREAM.ACTIVATOR 10 VOL. (3%)  
FORMULA C: 6.71 + 8.71 + 5% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)  
FORMULA D: 8.71 + 9.28 + 10% pH.D +  
LIQUID.ACTIVATOR 10 VOL. (3%)

STYLE.ME  
1. SMOOTH.AGAIN.WASH +  
SMOOTH.AGAIN.RINSE  
2. HEATED.DEFENSE + SMOOTH.AGAIN  
3. SESSION.SPRAY + TAIL.COMB



COLOR.ME  
5.0 + 6.71 + LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. STIMULATE-ME.WASH +  
STIMULATE-ME.RINSE  
2. ANTI.GRAVITY  
3. TOUCHABLE +  
SESSION.SPRAY +  
TEXTURE.COMB

# Style/Control



Finish your look with a range of versatile, high-performance hairsprays featuring memory hold resins that lock style into place while maintaining weightless moisture and manageability.

SESSION.SPRAY — BEDROOM.HAIR — SESSION.SPRAY FLEX — TOUCHABLE

# Rejuvenate

Turn back time on your hair and feel YOUNG.AGAIN. Our revitalising and nurturing regimen puts body and bounce back into damaged, ageing hair. A restorative blend of Baobab and Immortelle Oils, Lotus Flower, Orchid Extract and a nourishing complex of up to 20 Amino Acids help soften dry, damaged hair and renew youthful-looking lustre to locks.

YOUNG.AGAIN.WASH  
YOUNG.AGAIN.RINSE  
YOUNG.AGAIN.MASQUE  
YOUNG.AGAIN  
YOUNG.AGAIN DRY CONDITIONER



COLOR.ME  
FORMULA A:  
POWDER.LIGHTENER  
AMMONIA FREE +  
CREAM.ACTIVATOR  
10 VOL. (3%)  
FORMULA B: CLEAR +  
8.4 + YELLOW + 10% pH.D +  
LIQUID.ACTIVATOR  
10 VOL. (3%)

STYLE.ME  
1. YOUNG.AGAIN.WASH +  
YOUNG.AGAIN.RINSE +  
YOUNG.AGAIN  
2. SMOOTH.AGAIN +  
SMALL ROLL.BRUSH  
3. YOUNG.AGAIN  
DRY CONDITIONER



## YOUNG.AGAIN

IMMORTELE INFUSED TREATMENT OIL  
This weightless leave-in treatment oil is the ultimate daily indulgence for damaged and ageing hair, formulated to deliver deep conditioning and shine-boosting benefits, while protecting the hair against environmental stressors and heat damage.

## Credits

CREATIVE DIRECTION Kevin Murphy

PHOTOGRAPHY Luis Murphy

HAIR Wade Blackford, Nathan Gorman, Xeneb Allen, James Nicholson, Lucus Dowling

COLOUR Kate Reid & Lucus Dowling

DIGITAL MOTION John O'Rourke & Reuben Gates

MAKEUP Kenneth Higgins & Chelsea Burns

FASHION Emily Ward & Olivia Foulds

EXTENSIONS Showpony

PRODUCT PHOTOGRAPHY Paul Tillinghast

STILL LIFE STYLING Andrew Spargo

ART DIRECTION Larry Paul

SENIOR GRAPHIC DESIGN Briana Espinosa

GRAPHIC DESIGN Martyna Marcenkovaite

## All About.You

PRODUCT.MATCHMAKER

Enhance your consultation process by delivering a customised hair care and styling regimen for each and every client.

ALL ABOUT.YOU is our personalised product matchmaker that allows clients to discover their perfect regimen based on their hair type, texture, climate and styling habits—all hand selected by Kevin and recommended by you for their specific needs.

Discover the right products for your hair at  
[WWW.KVINMURPHY.COM.AU/PRODUCT-MATCHMAKER](http://WWW.KVINMURPHY.COM.AU/PRODUCT-MATCHMAKER)

## Connect

Let's keep in touch! Our website and social media channels provide an insider's look at all things KEVIN.MURPHY, from the latest news, sneak peeks and exclusive behind-the-scenes images, to product tips, media features and more. Our digital channels keep you connected with the LOVE KEVIN.MURPHY experience.

[www.kevinmurphy.com.au](http://www.kevinmurphy.com.au)

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