

KEVIN.MURPHY
+CODE

THE NEW
CODE OF
COLOUR



ARE YOU READY TO JOIN THE NEW CODE OF COLOUR?

Embrace a transformative colour revolution, where norms are redefined, the secrets of colour unlocked and creativity thrives.

Experience the distinction that ensures outstanding results for your salon business and clients.





MORE THAN COLOUR: A REVOLUTION

THE SMART PERMANENT HAIR COLOUR POWERED BY SKINCARE TECHNOLOGY,
MARKING A NEW ERA OF HIGH-PERFORMING, MODERN COLOUR.

A colour to revolutionise the industry with an innovative approach.
A new emphasis on cutting-edge performance.
A new way to embrace fashion for your clients.
A new way to drive creative business and enhance colour services.

WELCOME TO THE NEW CODE OF COLOUR.

REDEFINING NORMS, FORGING NEW CODES

+PERFORMANCE CODE

High-performing, modern, luminous colour with up to 100% grey coverage and reliable results to master every colour service.

+FASHION CODE

CODE 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 clients' needs.

+ENVIRONMENT CODE

CODE blends environmentally conscious colour with advanced technology. This commitment is evident in our packaging, crafted from recycled materials, and our vegan formula, enriched with organic, natural-derived oil.

+SERVICE CODE

A business driving tool to elevate your client's salon experience and take colour services to the next level.





THE SEARCH FOR THE PERFECT COLOUR

“CODE IS ABOUT HIGH-PERFORMING COLOUR THAT ALIGNS WITH THE CORE VALUES. WE RECOGNISED A NEED FOR PRODUCTS DRIVEN BY INNOVATIVE SKINCARE IN THIS SPACE, AND WITH OUR FOCUS ON OUR CORE VALUES AND PERFORMANCE, WE BELIEVE CODE REPRESENTS A NEW LEVEL OF ADVANCED PROFESSIONAL HAIR COLOUR THAT GOES BEYOND EXPECTATIONS.”

- KEVIN MURPHY

+PERFORMANCE CODE



A NEW ERA OF UNPARALLELED RESULTS

100%

up to 100% grey coverage¹

4-5 LEVELS

up to 4-5 levels of lift²

150%

reliable colour with 150% more
even results³

100%

100% colour intensity¹

LONG-LASTING

long-lasting results, increased
colour durability³

MORE CARE

more shine⁴ and repair⁵

¹Salon Test.

²Up to 4 levels of lift when using KEVIN.MURPHY+CODE and 5 levels when using KEVIN.MURPHY+BLONDE HIGHLIFT.

³Instrumental test.

⁴26% increase in shine. Instrumental test.

⁵22% increase in repair. Instrumental test.

+PERFORMANCE CODE



KM.LAMELLAR TECHNOLOGY: WHERE COLOUR MEETS SKINCARE

KM.LAMELLAR technology is a ground-breaking 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 also 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

+PERFORMANCE CODE

KM.LAMELLAR TECHNOLOGY IN ACTION



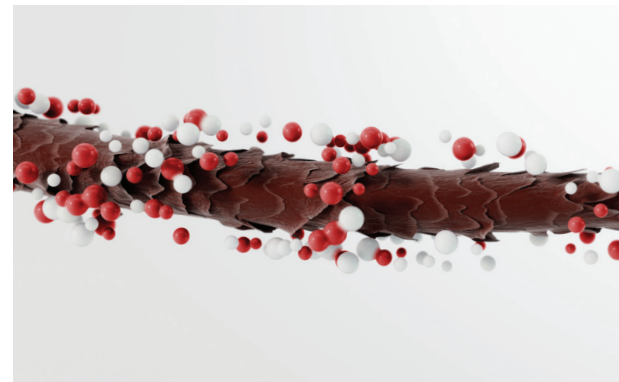
A single hair strand can have different characteristics such as porosity, damage or texture.

This can lead to different and uncontrolled colour results when the hair is coloured.



STEP 1

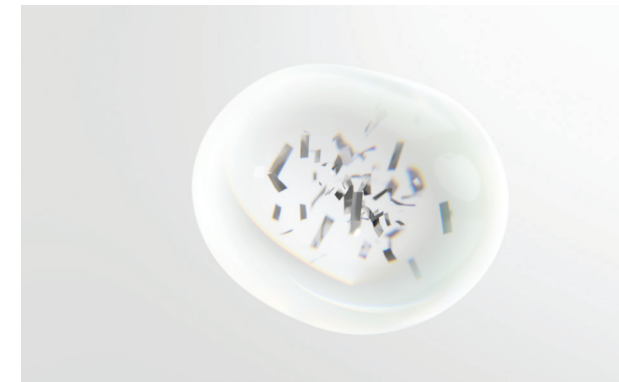
Repairing oil droplets, dyes and a powerful anti-metal agent are stabilised in a unique arrangement within an innovative emulsion.



STEP 2

This emulsion is stabilised in a homogeneous formula, allowing a precise application while improving the release control of dyes and care actives through the hair strand, regardless of their characteristics and needs.

RESULT:
Controlled and precise actives and dye delivery.



STEP 3

The anti-metal agent is released. This molecule neutralises any metals found in hair, preventing them from interfering with the colouring process. Meanwhile, the dyes start colouring the hair.

RESULT:
Enhanced reliability in achieving the desired final colour shade and improved colour evenness.



STEP 4

Argan oil hydrates, nourishes and helps seal the hair fibre.

RESULT:
Optimum repair with long-lasting colour results.

+PERFORMANCE CODE

KEY ACTIVES

ANTI-METAL AGENT

Once in contact with the hair fibre, this chelating molecule neutralises the metals found in hair that interact with the colour dyes during colouring. If not neutralised, they can modify the colour outcome.

RESULT:
Unlock stunning vibrant and consistently dependable colour results.

COLOUR.IGNITE COMPLEX¹

Highly reflective colour molecules that work like magnets. When they penetrate the hair fibre, their positive charge seamlessly glues to the negatively charged fibre, effectively locking the dyes inside for longer-lasting colour.

RESULT:
Enhances colour vibrancy, brightness and longevity.

FLORAL.ACCORD COMPLEX

Innovative fragrance complex with fresh, clean notes that assists in counteracting the ammonia scent during colour application.

RESULT:
Neutralising fragrance that enhances the in-salon experience.

¹COLOUR.IGNITE Complex included in the following CODE SHADES: VIOLET 4.8, 7.86; MAHOGANY 5.5, 6.5; COPPER 6.4, 8.4, 9.4, 8.43; RED 5.6, 7.6, 9.6, 8.68, 6.65; SPECIAL: ORANGE, RED, VIOLET, PINK.



+PERFORMANCE CODE



KEY INGREDIENTS

ORGANIC ARGAN OIL

This oil, extracted from the Argan Tree, also known as the 'tree of life', nourishes, revitalises and helps seal the hair fibre.

RESULT:

Improves hair quality and colour retention.

FORMULA HIGHLIGHTS

- + Vegan formula
- + Organic Argan Oil certified by Ecocert

+FASHION CODE

91 HIGH-PERFORMING SHADES FOR MODERN, LUMINOUS RESULTS WITH UP TO 100% GREY COVERAGE

Fuelled by innovation, CODE merges high-performance technology with fashion, bringing the latest trends from fashion runways and editorial landscapes to its colour palette. The perfect range to ensure rich, illuminated, modern colour that is lit from within and meets the unique needs of every client.

Embrace a versatile and contemporary colour palette that sparks creativity, embraces trends and takes your colour services to the next level.



+ENVIRONMENT CODE



THE CHOICES WE MAKE

At KEVIN.MURPHY, we prioritise the environment in every step, from formula development, ingredients and packaging design, as always looking for practical decisions to minimise environmental impact. These are the choices we make, so you can make a choice you feel good about.

INGREDIENTS

Curated ingredients chosen with the planet in mind:

- + Vegan formula
- + Preference for ingredients derived from natural sources
- + Organic Argan oil certified by Ecocert

PACKAGING

Elevated eco-conscious designs crafted to minimise environmental impact:

- + 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 packaging¹

¹This may vary on the recycling facilities of each country.

+SERVICE CODE

THE COLOUR FOR ELEVATED COLOUR SERVICES

CODE is tailored for creating a pleasant, luxurious colour service for both the client and the colourist.

+ LONG-LASTING, RICH RESULTS, ideal for tailoring each service to meet every client's needs.

+ NOURISHING FORMULA WITH CREAMY, EASY-TO-APPLY TEXTURE, ensures optimal evenness and quality results while streamlining the mixing and application experience.

+ FLORAL.ACCORD COMPLEX, featuring fresh, clean notes that assist in counteracting the ammonia scent during colour application, enhancing the salon experience.



KEVIN.MURPHY
+CODE



THE NEW CODE OF COLOUR

STEP INTO A NEW ERA OF PERFORMANCE.
INTRODUCING THE SMART PERMANENT HAIR
COLOUR POWERED BY SKINCARE TECHNOLOGY,
MARKING A NEW ERA OF HIGH-PERFORMING,
MODERN COLOUR.

100% COLOUR INTENSITY¹
150% MORE COLOUR EVENESS²
MORE SHINE³ AND REPAIR⁴



¹Salon test.
²Instrumental test.
³26% increase in shine. Instrumental test.
⁴22% increase in repair. Instrumental test.

THE RANGE



91 SHADES DIVIDED IN 4 FAMILY CODES

FOR EFFORTLESS NAVIGATION IN THE SALON



NATURAL SHADES

An elegant natural colour spectrum provides perfectly balanced, refined and true-to-tone colours, ensuring up to 100% coverage of grey hair.



COOL SHADES

Introducing a chic, cool colour palette renowned for exceptional neutralising capabilities, ideal for achieving cool-toned results. Infused with COLOUR.IGNITE Complex¹ in selected shades of violet and mahogany, it enhances colour vibrancy and ensures lasting brilliance.

¹COOL SHADES with COLOUR.IGNITE Complex: VIOLET 4.8, 7.86, MAHOGANY 5.5, 6.5

²WARM SHADES with COLOUR.IGNITE Complex: COPPER 6.4, 8.4, 9.4, 8.43; RED 5.6, 7.6, 9.6, 8.68, 6.65

³SPECIAL SHADES with COLOUR.IGNITE Complex: ORANGE, RED, VIOLET, PINK



WARM SHADES

Spanning from luminous golds to vibrant coppers and rich reds, our warm palette promises impeccably even colours. Selected Copper and Red Shades are fortified with the COLOUR.IGNITE Complex², ensuring not only striking and impactful colour outcomes but also enhanced vibrancy and longevity.



SPECIAL COLOURS

An elegant collection of vibrant and high-performing colours awaits you. These SHADES are versatile additions to your formula, allowing customisation of all CODE or BLONDE HIGH.LIFT SHADES. Enriched with our COLOUR.IGNITE Complex³, they ensure consistently bright and long-lasting results.

CLEAR

A dye-free formula designed to pastelise other CODE shades when added into the formula.



To be complemented with

KEVIN.MURPHY+ BLONDE HIGH.LIFT

Discover a stunning selection of 6 high-lift shades, each providing up to 5 levels of lift, for effortless lifting, refining and toning in a single step.

CODE APPLICATIONS



GREY COVERAGE

Achieve up to 100% grey coverage. For full, tailored coverage, mix the chosen SHADE with a NATURAL SHADE .00, .0, or .03.



LIGHTENING

Use CODE SHADES to lighten hair by up to 4 levels, ranging from the darkest black to the lightest blonde. For even stronger lightening ability, opt for BLONDE HIGH.LIFT, which offers up to 5 levels of lift.



INTENSIFYING COLOUR

For the most vibrant results, enhance or lighten your colour outcomes by adding SPECIAL or CLEAR to any CODE SHADE.



COLOUR BALANCING

CODE SHADES are versatile and can be used for darkening tone-on-tone and colour-balancing services. When your client needs balancing, this can be achieved in as little as a 20 minute service.



REFINING AND TONING

CODE SHADES are perfect to refresh colour, for toning or refining services while offering strong even colour results.



CUSTOMISE COLOUR

Tailoring a colour service to the specifics of the client is key. Use CODE SHADES or SPECIAL to intensify or counteract reflects for personalised colour results.

GET INSPIRED BY OUR FORMULAS



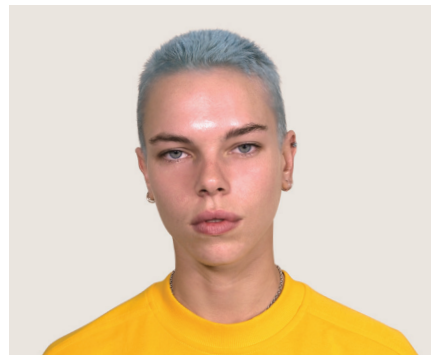
WARM

9.4 + CREAM.ACTIVATOR 30 VOL. (9%)
6.4 + CREAM.ACTIVATOR 20 VOL. (6%)



NATURAL

CLEAR +
CREAM.ACTIVATOR 10 VOL. (3%)
8.7 + LIQUID.ACTIVATOR 10 VOL. (3%)
POWDER.LIGHTNER +
CREAM.ACTIVATOR 10 VOL. (3%)
9.03 + CREAM.ACTIVATOR 20 VOL. (6%)



SPECIAL

CLEAR + TEAL + YELLOW +
CREAM.ACTIVATOR 10 VOL. (3%)



COOL

10.8 + VIOLET
+ CREAM.ACTIVATOR 3.5 VOL. (1%)

THE ULTIMATE COMBO

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

WHY YOU'LL LOVE THEM

- + **VEGAN FORMULAS**, ideal for creating 100% vegan colour services when combined with CODE SHADES.
- + **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.ACTIVATORS

3.5 VOL. (1%)
10 VOL. (3%)
20 VOL. (6%)
30 VOL. (9%)
40 VOL. (12%)

LIQUID.ACTIVATORS

3.5 VOL. (1%)
10 VOL. (3%)



PRODUCT	USAGE	RESULT	ACTIVATOR	MIXING RATIO	DEVELOPMENT TIME (MINUTES)
SHADE DEPTH 2 - 10	SOFT COLOURATION	REFINING, COLOUR REFRESHING	3.5 VOL. (1%)	1 : 2	10 - 20
		COLOUR BALANCING, TONE-ON-TONE, DARKER, UP TO 1 LEVEL OF LIFT	10 VOL. (3%)	1 : 1	20 - 30
	LIGHTENING NATURAL HAIR / GREY COVERAGE	UP TO 2 LEVELS OF LIFT	20 VOL. (6%)		30 - 40
		UP TO 3 LEVELS OF LIFT	30 VOL. (9%)		
	LIGHTENING NATURAL HAIR	UP TO 4 LEVELS OF LIFT	40 VOL. (12%)		
BLONDE HIGH.LIFT	LIGHTENING NATURAL HAIR	3 - 4 LEVELS OF LIFT	30 VOL. (9%)	1 : 2	50 - 60
		4 - 5 LEVELS OF LIFT	40 VOL. (12%)		
SPECIAL	CUSTOMISING SHADE OR BLONDE HIGH.LIFT	INTENSITY OR COUNTERACT REFLECTS	AS PER SPECIAL GUIDELINES		
	INTENSE COLOUR EFFECTS ON PRE-LIGHTENED HAIR	DEPOSITING	10 VOL. (3%)	1 : 1	20 - 30
CLEAR	SOFTENING NATURAL DEPTH	UP TO 1 LEVEL LIFT	10 VOL. (3%)	1 : 1	20 - 30
	CUSTOMISING SHADE	AS PER SOFT COLOURATION GUIDELINES			
HEAT	MODERATE HEAT CAN BE USED TO REDUCE LISTED DEVELOPMENT TIMES BY UP TO 30%				
FINISH	WHEN DEVELOPMENT TIME IS COMPLETED, EMULSIFY, RINSE AND APPLY THE COLOUR FINISHING REGIMEN				

WHY YOU'LL LOVE IT

1. **Experience a colour revolution intertwined with ground-breaking skincare technology**, positioning you at the forefront of a new era of high-performing, modern colour with care.
2. Experience a fashion-forward colour solution delivering **modern, clean, luminous results with up to 100% grey coverage**, meeting the evolving needs and demands of your clients.
3. Discover a unique colour range designed to create a **pleasant, colour service** with a luxurious touch for both the client and the colourist.
4. **Discover an efficient and user-friendly colour line** featuring 91 high-performing shades, allowing you to master and customise any colour service with ease.
5. **Embrace an eco-conscious, vegan solution** for crafting colour services and promoting sustainable practices that align with the values of both the salon and the client.





CONNECT WITH THE CODE COMMUNITY

Stay connected with your passion through the LOVE KEVIN.MURPHY experience, where innovation meets education.

Stay up to date with the latest trends and techniques and gain exclusive access to behind-the-scenes content, insider tips and all the latest on CODE through our online platforms.



CLICK AND **CONNECT**

Our digital learning platform to enrich your journey with fun things to explore.



JOIN OUR SOCIAL MEDIA CHANNELS

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

SHARE YOUR CODE LOOKS

Use our official hashtags to share your creations.

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#THENEWCODEOFCOLOUR

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