



KEVIN.MURPHY  
+ *GLOSS*

*COLOUR WITH  
STRENGTH  
AND SHINE*



*Make a statement  
with COLOUR.*

Beauty standards have evolved.  
Today's clients expect colour tools that deliver more.

## *GENTLE COLOUR*

Today's clients want it all: a gentle colour with no shift, no lift and no damage. Acidic pH formulas deliver exactly that – perfect for top salon services like blondes, balayage and colour refresh.

## *INCREDIBLE SHINE*

Glass or glossy hair is the trend for 2026, as shine equals healthy, vital hair.<sup>1</sup>

## *BOND STRENGTH*

33% of clients actively look for bond-repair solutions to visibly strengthen and rebuild compromised hair.<sup>2</sup>

*Go beyond colour and elevate your in-salon services  
with a colour that treats and transforms.*

<sup>1</sup> WGSN, trend report.

<sup>2</sup> Kantar Profiles/Mintel, January 2023

# KEVIN.MURPHY + GLOSS

COLOUR WITH STRENGTH AND SHINE

## THE ACIDIC LIQUID COLOUR DESIGNED AS A COLOUR AND TREATMENT IN ONE.

A luminous, demi-permanent colour, powered by KM.BOND<sup>2</sup> technology and Vitamin C, that goes beyond shine to reconstruct and deeply moisturise the hair for incredible strength.

Proven results in just 20 minutes:

- NO SHIFT, NO LIFT, NO COMMITMENT
- 100% RESTORATION OF HAIR HEALTH<sup>1</sup>
- 36% STRONGER & 37% THICKER HAIR<sup>2</sup>
- 1.9X SHINE<sup>3</sup>

<sup>1</sup> On pre-lightened hair. Instrumental test. Restores 100% of the hair's original strength.

<sup>2</sup> On pre-lightened hair. Instrumental test.

<sup>3</sup> On natural hair. Instrumental test.



# THE GLOSS THAT GIVES BACK

## As a *DEMI-PERMANENT ACIDIC COLOUR*

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### *GENTLE COLOUR*

GLOSS offers gentle colour depositing without altering the hair's natural structure: ideal for toning, colour balancing and refining.

### *NO COMMITMENT*

No shift, no lift, no cuticle damage, for no regrowth effect.

### *LUMINOUS FINISH*

A luminous colour with a sheer character that adapts to and enhances the hair's natural base.

### *FAST & EASY APPLICATIONS*

A liquid-gel formula mix that spreads effortlessly for quick applications and services.

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## As a *TREATMENT*

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### *36% STRONGER AND 37% THICKER HAIR<sup>1</sup>*

Bond-building technology that reinforces the internal hair structure. Hair looks and feels thicker and stronger after each use.

### *3X SMOOTHER & MORE CONDITIONED HAIR<sup>1</sup>*

Replenishes the hair fibre and seals the cuticle, enhancing colour quality, shine and longevity.

### *2X HYDRATION<sup>1</sup>*

From the very first application, the hair receives a strong shot of hydration and the moisture is locked in.

### *1.9X MIRROR-LIKE SHINE<sup>2</sup>*

Increases shine for a highly reflective finish.

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<sup>1</sup> On pre-lightened hair. Instrumental test. <sup>2</sup> On natural hair. Instrumental test.

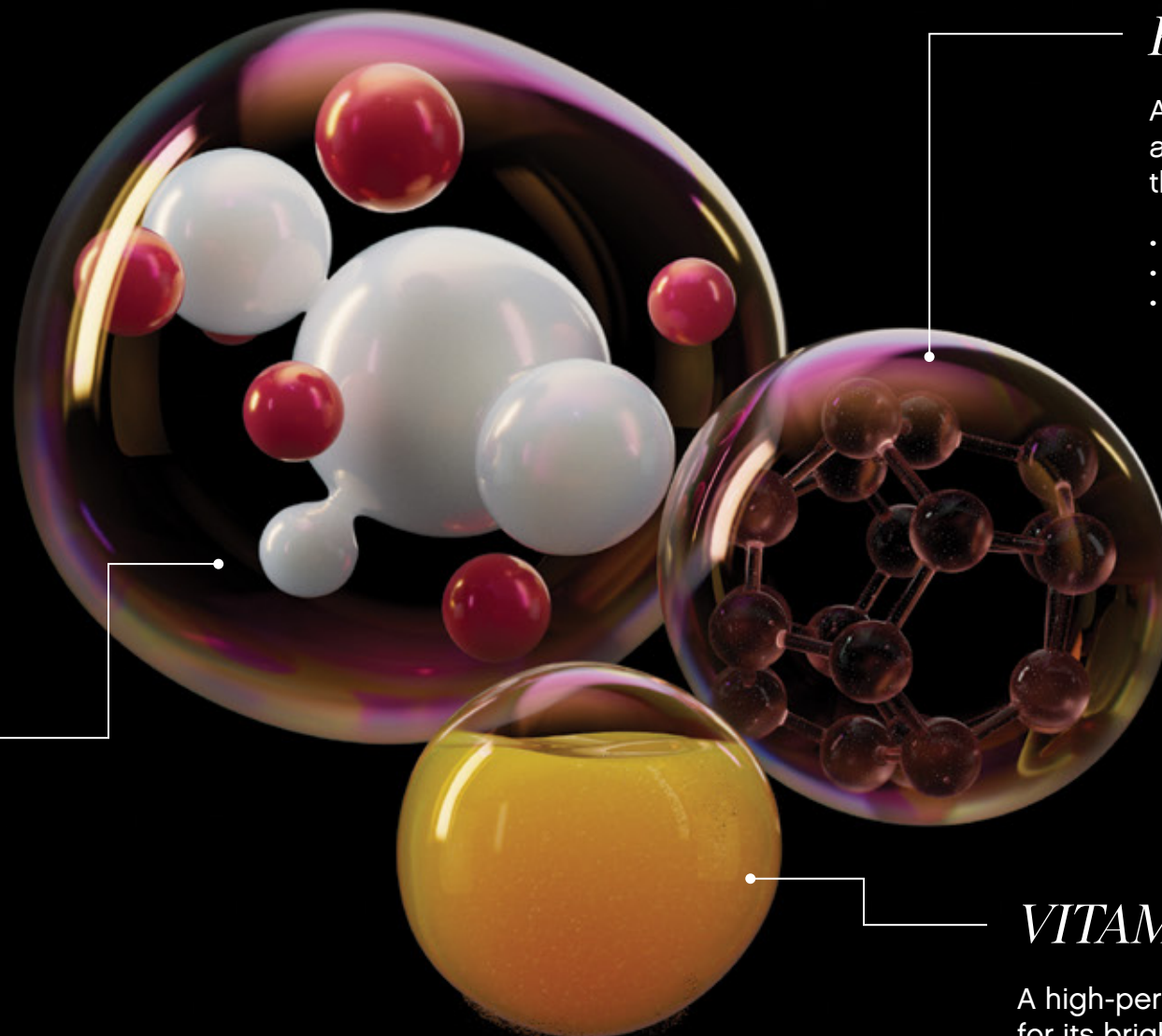
THE TECHNOLOGY BEHIND GLOSS

## WHERE COLOUR MEETS TREATMENT

### ACIDIC pH + HIGH PURITY COLOURING MOLECULES

The key to gentle colour depositing and perfect cuticle condition:

- No shift, no lift of the natural hair
- Gentle, controlled colouring process
- Smooths and seals the cuticle
- Enhances hair condition, shine and colour reflection
- Locks in moisture within the hair fibre



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

A plant protein complex known for building and repairing internal bonds to strengthen the hair from within:

- Restores the hair's elasticity
- Boosts strength
- Fills and thickens the hair

### VITAMIN C

A high-performance antioxidant, known in skincare for its brightening results, that helps to:

- Protect colour purity
- Boost shine and adds vitality
- Increase colour richness and radiance



## *FORMULA HIGHLIGHTS*

### *BREAKTHROUGH ALKALISER*

GLOSS formulas are powered by an innovative alternative to ammonia and MEA. A biodegradable molecule designed to gently initiate the colour process.

- Odourless
- No cuticle damage
- No shift of the natural hair melanin

*CONTAINS OLEIC ACID THAT  
HELPS TO ENHANCE HAIR  
SOFTNESS AND SHINE*

*UP TO 90% NATURALLY  
DERIVED INGREDIENTS<sup>1</sup>*

### *FRAGRANCE WITH PURPOSE*

A light citrus fragrance with subtle fruity undertones, designed to enhance the glossing experience with an aromatherapy-inspired touch.

*WITH PANTHENOL AND  
PROPANEDIOL KNOWN  
FOR INTENSE HYDRATION*

<sup>1</sup> According to ISO 16128. The formulas in this range contain 80-90% naturally derived ingredients, depending on the SHADE.

# *A COLOUR THAT GOES BEYOND*

## *BEYOND COLOUR*

Colour with no shift. More treatment. More shine. More ways to grow your salon offering.

## *BEYOND EVERY NEED*

A gloss solution to suit every client – whether they are colour, cut or styling clients.

## *BEYOND SERVICES*

A transformative hair experience that enhances satisfaction and adds lasting value.

## *BEYOND BUSINESS*

More than just colour, a service that builds loyalty, frequency and revenue.

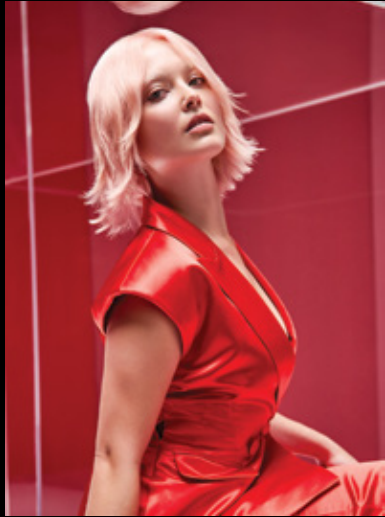
## *BEYOND PLANET CARE*

A vegan, sustainable hair colour designed with the planet in mind.



BEYOND COLOUR

# GLOSS USAGE

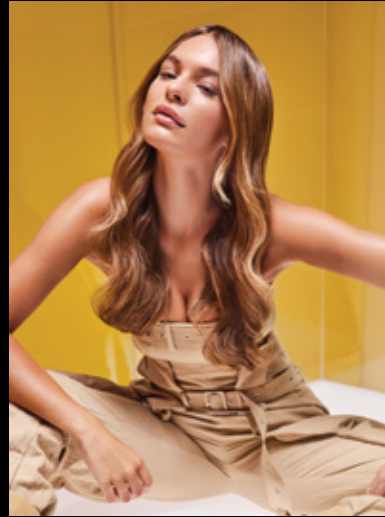


## *ENHANCE*

Tone-on-tone and enhance natural or coloured hair

Add soft colour effect without commitment

Darken hair



## *REFINE*

Refine, tone or neutralise pre-lightened hair

Counteract unwanted undertones

Refine hair colour and achieve perfect target shade

Add a luminous tone to blonde hair



## *BALANCE & CORRECT*

Colour balance on uneven hair

Darken over-lightened hair

Correct and counteract unwanted reflects



## *REFRESH*

Refresh faded mid-lengths and ends

Create new reflects

Revive overall hair colour between services



## *SHINE, REFILL & BOND TREATMENT*

Add maximum strength and shine to all your clients

Repair damaged, porous or sensitised hair

Reinforce internal hair bonds after any colour or chemical service



# EVERY CLIENT HAS A REASON...

# TO GLOSS.

CLIENT	<i>The “No colour ... yet” or “Low-risk touch of tone” client</i>	<i>The “Brassy blonde” or “High-maintenance blonde” client</i>	<i>The “In-between colour revive &amp; refresh” client</i>	<i>The “Help me, my hair is unbalanced with uneven tones” client</i>	<i>The “Cut &amp; style with a little bit more” client</i>	<i>The “Help me, my hair is damaged or compromised” client</i>	<i>The “Natural dry” or “Hair with texture” client</i>
SERVICE	<i>GIMME TONE TO GO</i>	<i>GIMME ICONIC BLONDE</i>	<i>GIMME A REFRESH</i>	<i>GIMME A REFRESH</i>	<i>GIMME SERIOUS SHINE</i>	<i>GIMME BOND &amp; REFILL TREATMENT</i>	<i>GIMME CURLY LOVE</i>
ENGAGE	<b>NATURAL HAIR &amp; FIRST-TIME COLOUR</b>  Invite new clients to explore colour, or encourage existing ones to play with a luminous, no commitment shade.	<b>BLONDE OR PRE-LIGHTENED HAIR</b>  Blonding or lightening services need care, create signature blondes that look radiant and feel healthier.	<b>IN-BETWEEN COLOUR SERVICES</b>  Offer a GLOSS service between colour appointments to refresh tone and boost shine. An effortless way to build client loyalty and increase salon visit frequency.	<b>COLOURED HAIR</b>  GLOSS service for your coloured hair clients designed to correct tone and rebalance while delivering luxurious healthy hair.	<b>CUTTING &amp; STYLING</b>  Add a CLEAR GLOSS to elevate any cut or blow-dry service with instant shine and volume leaving the hair polished and healthy.	<b>DAMAGED HAIR</b>  Enhance the hair health with GLOSS for clients that are experiencing damage.	<b>TEXTURED HAIR</b>  Strong boost of moisture and hydration for curly and coily hair. Leaves the hair looking shiny and feeling repaired.
BENEFITS	<ul style="list-style-type: none"> <li>• Tone-on-tone results</li> <li>• Enhances natural colour</li> <li>• No commitment</li> <li>• No shift</li> <li>• No hair damage</li> <li>• Healthy-looking finish</li> </ul>	<ul style="list-style-type: none"> <li>• Perfect refining</li> <li>• Counteract unwanted tones</li> <li>• Lock in colour</li> <li>• Advanced bond-repairing technology to reinforce internal bonds</li> </ul>	<ul style="list-style-type: none"> <li>• Refresh hair</li> <li>• Add depth, reflect or richness</li> <li>• Improves look and feel of hair</li> </ul>	<ul style="list-style-type: none"> <li>• Correct unwanted tone</li> <li>• Balance hair from new growth to ends</li> <li>• Add richness and shine</li> <li>• Darken over-lightened hair</li> </ul>	<ul style="list-style-type: none"> <li>• Fast add-on service</li> <li>• Enhances styling results</li> <li>• No tone or colour, just treatment and glow</li> <li>• 3x smoother hair<sup>2</sup></li> <li>• 1.9x mirror-like shine<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>• 100% restoration of hair health<sup>1</sup></li> <li>• 36% stronger<sup>2</sup> and 37% thicker<sup>2</sup> hair</li> <li>• Perfect post-service for perms, straightening or smoothing treatments</li> </ul>	<ul style="list-style-type: none"> <li>• Seals the cuticle for lasting smoothness</li> <li>• Refines natural texture</li> <li>• Perfect for clients that air dry</li> <li>• Strong hydration and exceptional softness</li> <li>• 36% stronger<sup>2</sup> hair</li> </ul>

<sup>1</sup> On pre-lightened hair. Instrumental test. Restores 100% of the hair's original strength.

<sup>2</sup> On pre-lightened hair. Instrumental test.

<sup>3</sup> On natural hair. Instrumental test.



BEYOND SERVICES

# ELEVATE YOUR SERVICES FOR A NEXT-LEVEL EXPERIENCE

## MEET WHAT YOUR CLIENTS ARE LOOKING FOR: COLOUR WITH TREATMENT

An express service that transforms the hair in just one application:



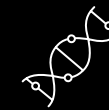
100%  
RESTORATION  
OF HAIR HEALTH<sup>1</sup>



36%  
STRENGTH<sup>2</sup>  
& 1.9x SHINE<sup>3</sup>



NO  
COMMITMENT  
COLOUR  
SERVICES



SHINE,  
BOND &  
REFILL  
TREATMENTS



PERSONALISED  
COLOUR  
TREATMENT



20 MINS  
OF  
INDULGENCE

## CREATE A UNIQUE EXPERIENCE

Turn every visit into a glow-up. GLOSS makes every appointment feel like a pampering moment worth repeating and re-booking.

<sup>1</sup> On pre-lightened hair. Instrumental test. Restores 100% of the hair's original strength.

<sup>2</sup> On pre-lightened hair. Instrumental test.

<sup>3</sup> On natural hair. Instrumental test.

BEYOND BUSINESS

# DRIVE SALON PROFITABILITY

*MORE THAN A COLOUR, A BUSINESS OPPORTUNITY:*

**INCREASE VALUE PER CLIENT**

by offering add-on glossing services or by adding an overall health quality increase in their existing colour services.

**ATTRACT NEW CLIENTS**

into your colour services with no commitment colour solutions.

**EXPAND YOUR EXCLUSIVE SALON SERVICES**

to satisfy new client needs & increase salon visit frequency.

**OPTIMISE SALON TIMING**

A quick 5–20 minute service compatible with your existing colour tools for both new-growth and balance applications.

*“The key buzzwords in beauty today are glow and gloss. When it comes to hair, consumers associate healthy shiny and strong hair with their overall health and well-being”.*

- KEVIN MURPHY

Find out how  
much you can  
earn with GLOSS.



BEYOND PLANET CARE

# THE CHOICES WE MAKE

We choose to be kind to the hair while also remaining kind to the environment.



VEGAN  
FORMULA



UP TO 90%  
NATURAL ORIGIN  
INGREDIENTS<sup>1</sup>



UP TO 99%  
BIODEGRADABLE  
INGREDIENTS<sup>2</sup>



100% RECYCLED  
PLASTIC  
PACKAGING



PRODUCED WITH  
100% RENEWABLE  
ENERGY

<sup>1</sup> According to ISO 16128. The formulas in this range contain 80-90% naturally derived ingredients, depending on the SHADE.

<sup>2</sup> According to OCED 301F guidelines. The formulas in this range contain 92-99% biodegradable ingredients, depending on the SHADE or GEL.ACTIVATOR.



# THE RANGE

## 44 SHADES

60 ML

Fashion-forward, luminous liquid SHADES that can be intermixed to create limitless colour options with a sheer finish.

## CLEAR

250 ML

Pigment-free treatment for:

- Adding incredible shine and strength without colour for natural or coloured hair clients
- Pastelising other SHADES



## GEL.ACTIVATOR

900 ML

An innovative formula that transforms the liquid hair colour into a unique gel texture.

- Compatible with a wide variety of application techniques
- Easy and quick to mix
- Ideal for fast services
- Excellent hair adhesion for dry hair or damp hair applications

DISCOVER **NEW** GLOSS  
SHADE SERIES

*NEW CHOCOLATE  
DIMENSIONS  
CHOCOLATE.GOLD .73 &  
CHOCOLATE.MAHOGANY .75  
TO ADD LUMINOSITY TO  
EVERY LOOK*

From runway to salon, radiant chocolates redefine colour, with luminous golds and sophisticated mahogany reflects that bring vibrant, multi-dimensional warmth and luminosity to the hair.

*.73 CHOCOLATE.GOLD SHADES*

A fusion of chocolate tones and golden reflects creates a radiant honey glow for a naturally sun-kissed finish. It enhances the hair with warmth, light, and luminous dimension, ideal for brightening natural depth.

A luminous palette designed to add radiance, vibrancy, and a warm sunlit golden reflect to hair.



6.73

DARK.BLONDE.  
CHOCOLATE.GOLD



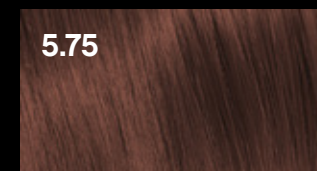
8.73

LIGHT.BLONDE.  
CHOCOLATE.GOLD

*.75 CHOCOLATE.MAHOGANY SHADES*

A blend of chocolate and mahogany tones, these SHADES create a rich, dimensional finish that feels both refined and natural. From soft salmon hues to subtle woody reflects on deeper bases, this warm palette adds depth and subtle contrast to any look.

A mix of reflects designed to bring personality, elegance, and a hint of distinction to every shade.



5.75

LIGHT.BROWN.  
CHOCOLATE.MAHOGANY



7.75

MEDIUM.BLONDE.  
CHOCOLATE.MAHOGANY




















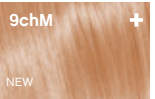









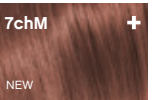


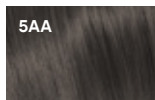
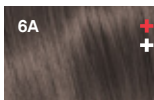
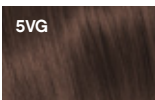



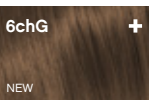

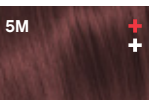

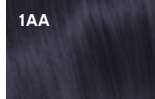



9.75

VERY.LIGHT.BLONDE.  
CHOCOLATE.MAHOGANY

# SHADE PORTFOLIO

KEVIN.MURPHY  
+ GLOSS

 <b>10.18</b> PLATINUM. ASH.VIOLET	 <b>10.8</b> PLATINUM. VIOLET	 <b>9.81</b> VERY.LIGHT. BLONDE. VIOLET.ASH	 <b>10.83</b> PLATINUM. VIOLET.GOLD	 <b>10.13</b> PLATINUM. ASH.GOLD	 <b>9.0</b> VERY.LIGHT. BLONDE. NATURAL	 <b>10.27</b> PLATINUM.BEIGE. CHOCOLATE	 <b>9.28</b> VERY.LIGHT. BLONDE.BEIGE. VIOLET	 <b>10.03</b> PLATINUM. NATURAL.GOLD	 <b>10.4</b> PLATINUM. COPPER	 <b>8.86</b> LIGHT.BLONDE. VIOLET.RED			
 <b>8.18</b> LIGHT.BLONDE. ASH.VIOLET	 <b>8.8</b> LIGHT.BLONDE. VIOLET		 <b>8.13</b> LIGHT.BLONDE. ASH.GOLD			 <b>9.2</b> VERY.LIGHT. BLONDE.BEIGE	 <b>8.27</b> LIGHT. BLONDE.BEIGE. CHOCOLATE	 <b>9.31</b> VERY.LIGHT. BLONDE. GOLD.ASH	 <b>9.03</b> VERY.LIGHT. BLONDE.NATURAL. GOLD	 NEW <b>8.73</b> LIGHT.BLONDE. CHOCOLATE. GOLD	 NEW <b>9.75</b> VERY.LIGHT.BLONDE. CHOCOLATE. MAHOGANY	 <b>8.4</b> LIGHT.BLONDE. COPPER	 <b>8.44</b> LIGHT.BLONDE. COPPER.INTENSE
		 <b>7.81</b> MEDIUM.BLONDE. VIOLET.ASH	 <b>7.83</b> MEDIUM.BLONDE. VIOLET.GOLD	 <b>7.78</b> MEDIUM.BLONDE. CHOCOLATE. VIOLET	 <b>7.0</b> MEDIUM.BLONDE. NATURAL	 <b>7.2</b> MEDIUM.BLONDE. BEIGE		 <b>7.31</b> MEDIUM.BLONDE. GOLD.ASH	 <b>7.03</b> MEDIUM.BLONDE. NATURAL.GOLD	 NEW <b>7.75</b> MEDIUM.BLONDE. CHOCOLATE. MAHOGANY	 <b>7.65</b> MEDIUM.BLONDE. RED.MAHOGANY	 <b>6.85</b> DARK.BLONDE. VIOLET.MAHOGANY	
 <b>5.11</b> LIGHT.BROWN. ASH.INTENSE	 <b>6.1</b> DARK.BLONDE.ASH		 <b>5.83</b> LIGHT.BROWN. VIOLET.GOLD	 <b>5.71</b> LIGHT.BROWN. CHOCOLATE.ASH	 <b>6.7</b> DARK.BLONDE. CHOCOLATE	 <b>5.0</b> LIGHT.BROWN. NATURAL				 NEW <b>6.73</b> DARK.BLONDE. CHOCOLATE. GOLD	 NEW <b>5.75</b> LIGHT.BROWN. CHOCOLATE. MAHOGANY	 <b>5.5</b> LIGHT.BROWN. MAHOGANY	 <b>5.6</b> LIGHT.BROWN. RED
 <b>1.11</b> BLACK.ASH. INTENSE					 <b>4.0</b> MEDIUM.BROWN. NATURAL								

+ COLOR.ME BY KEVIN.MURPHY SHADES  
+ KEVIN.MURPHY+CODE SHADES



CLEAR

## PASTELISE WITH CLEAR



7.65  
7.65 + CLEAR

1:1

1:2

1:3



GET INSPIRED

# GLOSSBOOK

A selection of GLOSS formulas to inspire you.



Share your GLOSS looks with our official hashtags #KMGLOSS & #GIMMEGLOSS for a chance to be featured in our next GLOSSBOOK.

#KMGLOSS  
#GIMMEGLOSS



# KEVIN.MURPHY EDUCATION

## GLOSS

KEVIN.MURPHY+GLOSS is uniquely designed as a colour and treatment in one. Learn how to master the options of our luminous, liquid demi-permanent colour. Explore how to take your colour beyond shine to reconstruct and deeply moisturise the hair for incredible strength that increases every time you colour. Explore the exciting selection of shade options and master a variety of application techniques that allow for a completely customisable hair experience.

### OUTCOMES

- Understand how to integrate GLOSS into the KEVIN.MURPHY COLOUR portfolio as versatile products that complement each other.
- Explore product benefits, features, technology, mixing and formulation.
- Learn various service offerings to boost business.
- Build a strong foundation on the line and learn how to achieve the ideal personalised colour result for clients.

### RECOMMENDED FOR

All colourists that are using GLOSS to help understand usage and incorporate the line into colour services or as a stand-alone service to repair, thicken and strengthen.

**TYPE:** THEORY AND HANDS-ON

**DURATION:** 4 HOURS / 2 HOURS

**EXPERIENCE:** PHYSICAL / DIGITAL



Scan to check out  
CONNECT GLOSS class

## JOIN THE EDUCATION COMMUNITY

### FOLLOW US ON SOCIALS:

- **WEBSITE:** KEVINMURPHY.COM.AU/EDUCATION
- **INSTAGRAM:** @KEVIN.MURPHY.EDUCATION
- **TIKTOK:** @KEVIN.MURPHYOFFICIAL
- **PODCAST:** CONVERSATIONS WITH KEVIN
- **FACEBOOK:** LOVEKEVINMURPHY
- **FACEBOOK GROUP:** FORMULATE WITH KATE



Scan to learn more  
about GLOSS



# *USER GUIDE*

# *THE IMPORTANCE OF ACIDIC pH IN COLOUR*

Acidic pH is the key to gentle colour depositing when no lift, no shift and no cuticle opening are required. Moreover, it helps maintain optimal cuticle condition:

- COLOURS GENTLY WITHOUT STRESSING THE CUTICLE
- DOES NOT ALTER NATURAL HAIR
- DELIVERS LUMINOUS COLOUR WITH CARE
- NO-COMMITMENT COLOUR
- SMOOTHS, REPLENISHES AND SEALS THE CUTICLE FOR GREATER COLOUR RETENTION AND SHINE



# COLOUR SMARTER WITH GLOSS

## WHY IT IS ESSENTIAL TO USE GLOSS IN ALL YOUR COLOUR SERVICES

Turn your colour services into opportunities for both client satisfaction and business growth. Elevate your colour results. Reduce hair stress. Let your client glow.

Incorporate GLOSS into your regular routine to colour and care for hair, especially when no shift, lift, or cuticle opening is needed, or when hair is highly porous and requires a gentle touch.

With its acidic pH & KM.BOND<sup>2</sup> technology, GLOSS delivers exceptional shine, reinforces bonds and enhances overall hair quality.

### GLOSS MAIN APPLICATIONS:

#### GLOBAL APPLICATION

##### BEST FOR

- First time colour applications
- Overall colour with shine



NO LIFT. NO SHIFT.  
NO COMMITMENT.

#### LIGHTENING APPLICATION

##### BEST FOR

Level up your blondes and lightening services.

##### STEP 1



LIFT



##### STEP 2



REFINE  
with no shift, no lift,  
no further compromise

#### NEW GROWTH + BALANCE APPLICATION

##### BEST FOR

Maximise results on already coloured hair when combining KEVIN.MURPHY colour ranges.

##### STEP 1



OR



##### STEP 2



NEW GROWTH:  
Grey coverage & lift

MID-LENGTHS & ENDS:  
Colour refresh with  
strength & shine and  
no cuticle stress or risk  
of oversaturation

# QUICK USAGE GUIDE



Scan to learn more GLOSS technical information



Scan for CONNECT online classes



MAIN USE	IDEAL FOR	APPLY ON	DEVELOPMENT TIME	MIXING RATIO
<b>TONE-ON-TONE</b>	Enhancing natural hair or previously coloured hair. Perfect for non-colour clients or those looking for low-commitment colours.	Damp or dry hair	10-20 minutes	1:2
<b>REFINE, TONE OR NEUTRALISE</b>	Refine blondes, balayage or lightened hair in one step while treating, gently toning and neutralising with no lift.	Damp or dry hair	10-20 minutes	1:2*
<b>BALANCE &amp; COUNTERACT</b>	Balances or corrects faded mid-lengths and ends to match the new growth, while also darkening over-lightened hair by up to 3 levels for a seamless result.	Dry hair	20 minutes	1:2*
<b>REFRESH</b>	Revives, adds vibrancy, shine on previously coloured hair, while adding depth, reflect and repairing bonds.	Damp or dry hair	10-20 minutes	1:2
<b>SHINE, REFILL &amp; BOND TREATMENT</b>	Professional exclusive restorative treatment that enhances shine, reinforces strength, and repairs bonds from within.	Damp or dry hair	5-20 minutes	1:2

**WHEN DEVELOPMENT TIME IS COMPLETED, EMULSIFY, RINSE AND APPLY COLOUR FINISHING REGIMEN**

## PRO TIPS

\*If you require more deposit and the hair is in good condition, you may adjust your mixing ratio to 1:1.

GLOSS is not designed to cover grey hair. It's ideal for enhancing hair when the first signs of grey appear. Use a 1:2 mixing ratio, or 1:1 for a more intense result, with a development time of up to 30 minutes.

# GLOSS IN KEVIN.MURPHY PORTFOLIO

KEVIN.MURPHY brings innovation and choice to each and every salon through a comprehensive and complete colour toolkit.

Thanks to its unique features, GLOSS can be used on its own or paired with other colour lines to enhance colour vibrancy, shine and bond strength.

## BRAND KEVIN.MURPHY+CODE

ALKALINE pH



NATURAL  
HAIR



AFTER  
COLOURING



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

**FEATURES**

- Permanent colour
- Rich, modern colour that is lit from within
- Up to 100% grey coverage
- Ammonia
- 4 levels of lift

**BEST FOR**

- Cover grey hair
- Rich colour deposit with lift

## BRAND COLOR.ME BY KEVIN.MURPHY

ALKALINE pH



NATURAL  
HAIR



AFTER  
COLOURING



**RESULT**  
Ammonia-free, demi-to-permanent colour that delivers multi-tonal results, by respecting the hair's natural highs and lows.

**FEATURES**

- Versatile, demi-to-permanent colour
- Multi-tonal colour
- Up to 100% grey coverage
- Ammonia-free
- 3 levels of lift

**BEST FOR**

- Cover grey hair
- Great colour deposit with lift
- Refine, tone

## BRAND KEVIN.MURPHY+GLOSS

ACIDIC pH



NATURAL  
HAIR



AFTER  
COLOURING



**RESULT**  
The liquid, acidic demi-permanent colour designed as a colour and treatment in one. Luminous colour that adapts to the natural hair base.

**FEATURES**

- Demi-permanent colour
- Sheer luminous colour
- No grey coverage<sup>1</sup>
- Ammonia, MEA free
- No shift, no lift, no cuticle damage

**BEST FOR**

- Refine, tone, neutralise
- Correct brassiness
- Shine, refill & bonding treatment

<sup>1</sup> Up to 30% grey beautifying, similar to market leader.

# GREY COVERAGE

## SELECT THE PERFECT KEVIN.MURPHY TOOL

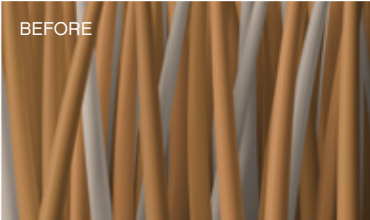
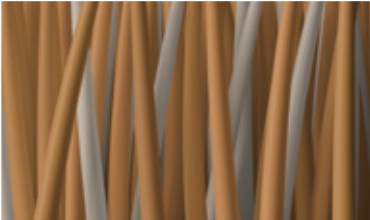


For clients with more than 30% grey, use COLOR.ME or CODE on the new growth to cover grey hair. Apply GLOSS to the mid-lengths and ends to refresh colour, add shine and deliver conditioning benefits.

GLOSS is a treatment-based colour with a sheer finish. It's not designed for full grey coverage, but it can be used to tone, strengthen and enhance hair with the first signs of grey – up to 30%<sup>1</sup> – when full coverage isn't the goal.

It's also ideal for clients transitioning to grey. GLOSS softens the transition, improves condition and adds luminous shine.

<sup>1</sup> Up to 30% grey beautifying, similar to market leader.

<sup>2</sup> If more deposit is required, use 1:1 mixing ratio for 30 mins. Please, note that natural and warm SHADES are most recommended for optimal grey blending. It's important to note that on grey hair, darker shades will provide better colour deposit than lighter ones due to their higher pigmentation.

	KEVIN.MURPHY+CODE	COLOR.ME BY KEVIN.MURPHY	KEVIN.MURPHY+GLOSS
COMPARISON	BEFORE		
	AFTER		
COLOUR RESULT	<p><b>UP TO 100% GREY COVERAGE</b></p> <p><b>RICH, ILLUMINATED, MODERN RESULT</b></p>	<p><b>UP TO 100% GREY COVERAGE</b></p> <p><b>MULTI-TONAL RESULT</b></p>	<p><b>UP TO 30% OVERALL GREY BEAUTIFYING EFFECT<sup>1</sup></b></p> <p><b>LUMINOUS, GLOSSY RESULT</b></p>
CLIENTS BEST CHOICE	<p>BEST FOR CLIENTS WHO:</p> <ul style="list-style-type: none"> <li>- Demand flawless, even grey coverage</li> <li>- Want intense or vibrant colours</li> <li>- Have resistant hair</li> </ul>	<p>BEST FOR CLIENTS WHO:</p> <ul style="list-style-type: none"> <li>- Want a natural, multi-tonal, dimensional result that respects hair natural highs and lows.</li> </ul>	<p>BEST FOR CLIENTS WHO:</p> <ul style="list-style-type: none"> <li>- Have first signs of grey</li> <li>- Do not want to cover grey, but enhance it and create a healthy, shiny finish</li> <li>- Do not want a visible regrowth effect</li> <li>- Are transitioning gracefully to grey hair</li> </ul>
PRODUCT SPECS	HIGH COMMITMENT	MEDIUM/HIGH COMMITMENT	NO COMMITMENT
	1 : 1	1 : 1,5	1 : 2
	20-40 MINUTES	35-45 MINUTES	20 MINUTES <sup>2</sup>

**KEVIN.MURPHY**  
**+ *GLOSS***



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*#GIMMEGLOSS*

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