

A woman with long, wavy brown hair is sitting on a surfboard in the ocean. She is wearing a red bikini. The background shows a clear blue sky and a rocky coastline. The water is a vibrant turquoise color. The woman is looking off to the side with a slight smile.

**KEVIN.MURPHY**

**WASH & CARE 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.”*

A handwritten signature in black ink, appearing to read 'Kevin', written in a cursive, flowing style.





KEVIN.MURPHY

**SHIMMER.SHINE**

Repairing shine mist  
Brume réparatrice  
brillance

TWIRL ME BEFORE USE  
FAITES-MOI TOURNoyer  
AVANT D'UTILISER

100 mL  
3.4 Fl. Oz. Liq. e

# 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.

## 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.

## BLONDE.ANGEL

Colour enhancing treatment conditioner to moisturise and soften bleached, highlighted and grey hair. Colour enhancers refresh and repair brassy and yellowed blonde tones.



## 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.



# BLOW.DRY



A RESULT DRIVEN FAMILY OF PRODUCTS, ACTIVATED BY YOUR BLOW DRYER, THAT WILL NOT ONLY ENHANCE THE EXPERIENCE OF EVERY BLOW DRY THAT YOU AND YOUR CLIENTS PERFORM, BUT ALSO ENHANCE HOW LONG THE RESULTS LAST.

## BLOW.DRY WASH

A repairing wash that nourishes for style that lasts.



## BLOW.DRY RINSE

A repairing and nourishing conditioner that protects against damage and environmental stressors.



## EVER.SMOOTH

This weightless spray creates the ultimate silky, smooth blow dry with softness, volume and a frizz free finish.



# 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.



## KILLER.WAVES

A weightless curl enhancer for fine, curly or wavy hair.

## KILLER.CURLS

A leave-in anti-frizz curl defining crème refines medium to coarse, curly or wavy hair.

## KILLER.CURLS WASH

A nourishing Oat Milk shampoo that gently cleanses hair while protecting the cuticle. Its ingredients, rich in fatty acids, preserve the hair's strength and retain moisture to enhance texture for healthy, shiny hair.



## 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 TREATMENT

A bond-building treatment to nourish and restore hair that protects against colour fading and enhances shine, vibrancy and radiance by building strength from within to boost colour protection and resilience.



## 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.



## SHIMMER.SHINE

Reparative mist containing Vitamins C and E, Baobab, Immortelle and Bamboo Extracts treats and revives hair while delivering radiant shine.



## HYDRATE-ME.WASH

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



## HYDRATE-ME.MASQUE

Smoothing masque for frizzy or coarse, colour treated hair. Contains Kakadu Plum and Seaweed to deliver hydration and moisture.



# 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, IMMORTELE AND LOTUS FLOWER, PLUS 20 AMINO ACIDS.

## 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.



## 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.

# REPAIR



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

## LEAVE-IN.REPAIR

Weightless leave-in treatment revitalises fragile or damaged hair, and stops hair breakage due to brittleness.

## 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.



## 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.

## 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, SMOOTHS, 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

Leave-in smoothing lotion with Immortelle and Baobab Seed Oil provides style control and eliminates frizz for silky, more touchable hair.



## 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.



KEVIN.MURPHY

## FRESH.HAIR

Dry shampoo spray  
Shampooing sec  
en spray

SHAKE WELL BEFORE EACH USE  
BEN AFTER AVANT CHAQUE UTILISATION  
TRISTES GOOD FOR BRUG HYER GANG

250 mL / 8.45 Fl. Oz. e.3  
Net Wt. / Poids Net 148 g / 5.2 oz

KEVIN.MURPHY

## HAIR.RESORT.SPRAY

Beach look  
hair spray  
Spray look  
de plage

150 mL / 5.1 Fl. Oz. Liq. e

## 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.

### TOUCHABLE

A weightless finishing spray wax that maintains texture and hold, to reinforce the appearance of separation; with Hibiscus Flower Extract, Milk Thistle, Sea Lavender and Carrot Seed Oil for conditioning, protection and a satin sheen.



### 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.

## DOO.OVER

Dry finishing spray with holding power that creates a soft, lived-in finish that lasts.

## 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.



## FULL.AGAIN

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

## 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.

# 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.

## BODY.BUILDER

Lightweight volumising mousse that locks down the cuticle to create shine, while Vitamin B5 binds moisture onto the hair giving it flexible fullness and hold.

## 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.

## ANTI.GRAVITY.SPRAY

Non-aerosol spray that adds weightless volume and hold while reinforcing shine for all hair types.

## POWDER.PUFF

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

## ANTI.GRAVITY

Volumiser and texturiser that produces bigger, thicker hair.

## 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.

# A WORLD OF COLOUR

KEVIN.MURPHY colour lines bring innovation and choice to each and every salon. Born from FASHION, driven by PERFORMANCE, our colour portfolio allows for infinite hair colour possibilities. As an artful blend of science combined with naturally derived ingredients, we carefully consider the impact of each ingredient we add and are defined by those we don't. With multifaceted products designed to work in synergy, KEVIN.MURPHY colour lines take your business to the next level by offering complete, logical and efficient solutions built to deliver consistent results to modern-day salons.



# KEVIN.MURPHY + CODE

THE NEW CODE  
OF COLOUR



CODE IS OUR SMART PERMANENT HAIR COLOUR POWERED BY SKINCARE, MARKING A NEW ERA OF HIGH-PERFORMING, MODERN COLOUR. AN EFFICIENT COLOUR LINE THAT 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 CLIENT'S NEEDS.



## THE TECHNOLOGY

Formulated with KM.LAMELLAR technology, a groundbreaking technology inspired by advanced skincare delivery systems. 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 CHOICES WE MAKE

Curated ingredients chosen with the planet in mind:

- Vegan formula
- Organic Argan Oil certified by Ecocert

Eco-conscious designs:

- 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 packaging<sup>6</sup>

## PRODUCTS

91 SHADES

## THE BENEFITS

Optimised and reliable colour results with:

- Up to 100% grey coverage<sup>1</sup>
- Up to 4-5 levels of lift<sup>2</sup>
- 150% more even results<sup>3</sup>
- 100% colour intensity<sup>1</sup>
- Long-lasting results, increased colour durability<sup>3</sup>
- More shine<sup>4</sup> and repair<sup>5</sup>

<sup>1</sup> Salon Test.

<sup>2</sup> Up to 4 levels of lift when using KEVIN.MURPHY+CODE and 5 levels when using KEVIN.MURPHY+BLONDE HIGH.LIFT.

<sup>3</sup> Instrumental test.

<sup>4</sup> 26% increase in shine. Instrumental test.

<sup>5</sup> 22% increase in repair. Instrumental test.

<sup>6</sup> This may vary on the recycling facilities of each country.

# COLOR.ME

by KEVIN.MURPHY

WHERE INNOVATION MEETS INDIVIDUALITY



COLOR.ME BY KEVIN.MURPHY IS OUR AMMONIA-FREE DEMI-TO-PERMANENT COLOUR THAT DELIVERS MULTI-TONAL RESULTS AND CONSISTENT COLOUR FUNCTION. A HIGHLY VERSATILE COLOUR LINE TO TAKE YOUR COLOUR TO THE NEXT LEVEL ALLOWING FOR CREATIVITY AND NEXT LEVEL CUSTOMISATION OF COLOUR.



## THE TECHNOLOGY

THE COLOR.ME shades feature 3 STEP TECHNOLOGY which consist of oxidation delay function, special micro pigments and a molecular couple guaranty for optimum functionality. Formulated without ammonia and with an artful blend of skincare, natural derived ingredients, this colour range gently moisturises, rejuvenates, and imparts incredible shine thanks to shades rich in Honey, Pomegranate, Shea Butter, Rose Hip and Aloe vera.

## THE BENEFITS

- HIGH PERFORMANCE: COLOR.ME shades impart 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 free, PPD free<sup>1</sup>
- Contains naturally derived ingredients
- 100% recyclable outer packaging

## PRODUCTS

### COLOUR

SHADE  
BOOSTER  
TONER  
HIGH.LIFT

### LIGHTENERS

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

<sup>1</sup>Our colour formulas do not contain PPD, however, they contain PPD-related ingredients



# KEVIN.MURPHY+ COLOR.ME GLOSS™

COLOUR WITH STRENGTH AND SHINE

GLOSS IS OUR ACIDIC PH DEMI-PERMANENT COLOUR LINE, DESIGNED AS A COLOUR AND TREATMENT IN ONE. THIS LUMINOUS COLOUR GOES BEYOND SHINE TO RECONSTRUCT AND DEEPLY MOISTURISE THE HAIR FOR INCREDIBLE STRENGTH THAT INCREASES EVERY TIME YOU COLOUR.



## THE TECHNOLOGY

Our KM.BOND<sup>2</sup> advanced plan protein complex works to strengthen the hair from within. New hair bonds are created for advanced repairing benefits. Hair strength continues to build over time with every service.

Vitamin C, a skincare high-performing active, ensures maximum vibrancy for pure, bright colour results.

## THE BENEFITS

- Hair is 37% thicker<sup>1</sup> and 25 stronger<sup>1</sup> in one single application
- Luminous, even colour results
- Acidic formula for no cuticle damage and no shift of natural melanin
- Colour without the new growth effect
- Revitalising on natural, coloured or lightened hair

## THE CHOICES WE MAKE

- Ammonia free, PPD free<sup>2</sup>
- 100% vegan ingredients
- Biodegradable formula<sup>3</sup>
- Recycled plastic bottles
- Innovative energy savings manufacturing process
- Mixed and bottled with 100% renewable energy

## PRODUCTS

39 SHADES

CLEAR

GEL.ACTIVATOR

<sup>1</sup>On pre-lightened hair

<sup>2</sup>Our colour formulas do not contain PPD, however, they contain PPD-related ingredients

<sup>3</sup>According to OECD 301 F guidelines

# KEVIN.MURPHY+ BLONDEHIGH.LIFT

LEVEL UP YOUR LIFT



KEVIN.MURPHY+  
BLONDEHIGH.LIFT

Permanent high lift colour with argan oil  
Coloration ultra éclaircissante permanente avec huile d'argan

KEVIN.MURPHY+BLONDE IS THE NEW DESTINATION FOR BLONDE INNOVATION. DESIGNED TO TARGET THE SPECIFIC NEEDS OF BLONDE AND LIGHTENED HAIR, THESE GENTLE YET HIGH-PERFORMANCE SOLUTIONS CREATE FLAWLESS, SHINY AND HEALTHY-LOOKIING BLOWDES.



BLONDE HIGH.LIFT features 6 highlift shades designed to achieve ultra-light blonde results with warm, cool and neutral options

## THE TECHNOLOGY

THE BLONDE HIGH.LIFT shades feature the breakthrough KM.ARGAN-SPEHRE technology: an innovative pigment delivery system for fast, precise, long-lasting and uniform colour results while protecting hair integrity.

The shades formula is enriched with Organic Argan Oil to nourish and revitalise the hair while adding shine.

## THE BENEFITS

- Optimum lift, neutralisation and hair protection
- 6 high lift shades with up to 5 levels of lightening plus refining and toning in one easy application

## THE CHOICES WE MAKE

- 100% vegan ingredients
- Organic Argan Oil certified with Ecocert
- Certified supplier Maroccavie works to protect the Argan Forest and support the rural population
- 100% recyclable outer packaging

## PRODUCTS

6 HIGH.LIFTS

# KEVIN.MURPHY ACTIVATORS



DISCOVER A RANGE OF PREMIUM, VERSATILE ACTIVATORS INTEGRATED WITH THE ENTIRE KEVIN.MURPHY COLOUR LINE (EXCLUDING GLOSS), ELEVATING YOUR IN-SALON EXPERIENCE.

## WHY YOU'LL LOVE THEM

- **VEGAN FORMULAS:** ideal for creating 100% vegan colour services when combined with CODE and BLONDE HIGH.LIFT 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.ACTIVATOR

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

### LIQUID.ACTIVATOR

3.5 VOL. 1%  
10 VOL. 3%



20.6%  
VOL.

**KEVIN.MURPHY**  
**CREAM.ACTIVATOR**

Cream colour activator  
Activateur de couleur crème  
1 Litre / 33.8 Fl. Oz. Liq. e

3.51%  
VOL.

**KEVIN.MURPHY**  
**LIQUID.ACTIVATOR**

Liquid colour activator  
Activateur de couleur liquide  
1 Litre / 33.8 Fl. Oz. Liq. e



# WORLD CLASS EDUCATION



## STYLE

### THEORY

- LEARN.ME BRAND – Understand KEVIN.MURPHY the brand, the Three Core Principles and the philosophies behind KEVIN.MURPHY.
- LEARN.ME PRODUCT - Take a deeper dive into the regimens. Understand why each of the KEVIN.MURPHY product families exists and which clients each one is recommended for.

### HANDS.ON

- LEARN.ME LOOKS - Learn about the range of products, unique styling tools and setting techniques that create our signature looks.
- BLOW.DRY - Explore the foundations of the blow-dry, learn the importance of clean sectioning and product choice; how to prepare and execute finished looks on any length of hair.
- I.DOO - Any stylist looking to build confidence in working with wedding clientele.
- HAIR.REHAB – Stylists who have a basic understanding of the product range and are looking to explore treatment prescriptions to advance their in salon sales and take home product and service

## CUT

- CUT.ME - Take a dive into the basic elements of design and how they apply to cutting hair, regardless of gender, hair length or texture.

Please contact your sales consultant to book our educator.

# 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

## 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

## 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

## PROTECT

HEATED.DEFENSE

## DRY SHAMPOO & DRY CONDITIONER

FRESH.HAIR  
YOUNG.AGAIN DRY CONDITIONER

## 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

# STYLING TOOLS

## HAIR.CURLERS MEDIUM & LARGE

These curlers have tiny hair like ridges that feed hair evenly onto the surface and circular vents that improve air circulation for even cooling and a smoother wave. Self-fastening and snag free.

## CUTTING.COMB

Designed to the highest standards of precision and quality. Made from a durable materials, the CUTTING.COMB is strong with straight edges to assist in a clean cut.

## TAIL.COMB

Specially designed for strength and durability, the unique pick at the end of the TAIL.COMB allows ease of sectioning and faster manipulation of the hair.

## SEWING.KIT

This kit includes three colours of linen thread and two sewing needles. The linen thread is extremely durable and has tiny imbrications that catch onto the hair, allowing you to create the seamless "hair up." When you have to insert flowers or jewelry into the hair, sewing those items is the only way to get them to stay in seamlessly for the whole day.

## STYLING.BRUSH

Designed from sustainable eco-friendly bamboo. STYLING.BRUSH is waterproof and lightweight. Gentle boar and ionic bristles help pull natural oils through the hair, offering great results on all hair types. Rectangular cushion backing strategically placed for added comfort. Best used on dry hair.

## CAPE

Provide clients premium protection with maximum comfort and design. A hairdresser's everyday essential, our cape is made of soft, lightweight materials designed to keep your client protected and happy during their visit.



# COLOUR TOOLS

## COLOUR.BOWL

The COLOUR.BOWL is an everyday essential. Its sleek, stylish and highly durable finish makes it a salon must-have for all colourists. Most colour bowls only hold up to 180g, leading to repeated colour mixing, but COLOUR.BOWL holds up to 250g of colour, providing enough room for a global application of long, thick hair, from new growth through to the ends.

## COLOUR.WHISK

The COLOUR.WHISK features a sleek, innovative design for precise colour mixing with minimal colour waste and optimal functionality.

## COLOUR TAIL.COMB

Constructed of durable carbon and featuring a straight, long, thin tail, the COLOUR TAIL.COMB is a must-have for precise, perfect colour at every appointment.

## APPLICATOR.BOTTLE & MIXING.SPHERE

Custom designed APPLICATOR.BOTTLE allows for easy, ergonomic application from all angles while MIXING.SPHERE ensures a smooth, even consistency and facilitates cleaning.

## LIGHTENING.WAND

LIGHTENING.WAND creates subtle, natural looking highlights with dimension in 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.

## COLOUR.SCALE

COLOUR.SCALE is ideal for measuring any colour formulation. Compact, precise and battery operated with a 180 second shut-off time.

## COLOUR.PALETTE

Colour like an artist with this exclusive COLOUR.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 COLOUR.WHEEL! This sleek, innovative tool, modelled after a skateboard wheel, is designed specifically for COLOR.ME by KEVIN.MURPHY tubes. Place the end of the tube in the slot 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.

## COLOUR.CAPE

Provide your clients with premium protection and maximum comfort with the COLOUR.CAPE. An everyday colour essential, our lightweight cape has been designed to offer protection and comfort, and is made from soft, colour-resistant material.

## COLOUR.APRON

Designed with colourists in mind, the COLOUR.APRON is as fashionable as it is functional. Our stylish apron provides premium protection, and has the added benefit of a super-convenient storage pocket. It's also made from high-quality materials that make it a true reflection of the KEVIN.MURPHY fashion aesthetic.

## COLOUR.RACK

Organise and display your COLOR.ME by KEVIN.MURPHY and KEVIN.MURPHY+CODE tubes effortlessly with the sleek COLOUR.RACK. Designed with modular, interlocking sets, it adapts any space and ensures a quick, clear view of each shade number for easy and precise selection.

## GLOSS.RACK

Keep your KEVIN.MURPHY+GLOSS bottles perfectly organised with the modular, interlocking GLOSS.RACK. Featuring an innovative pusher system, it ensures easy access and precise positioning of each bottle for a streamlined workflow. Maximise functionality and sale in your backbar with this must-have solution.

## SWATCH BOOKS

The KEVIN.MURPHY+CODE, COLOR.ME by KEVIN.MURPHY and KEVIN.MURPHY+GLOSS portfolios are at your fingertips! Explore the exclusive swatch books containing each range's hair swatches and usage guides.



**KEVINMURPHYSA.CO.ZA**

**SKINCARE FOR YOUR HAIR**

