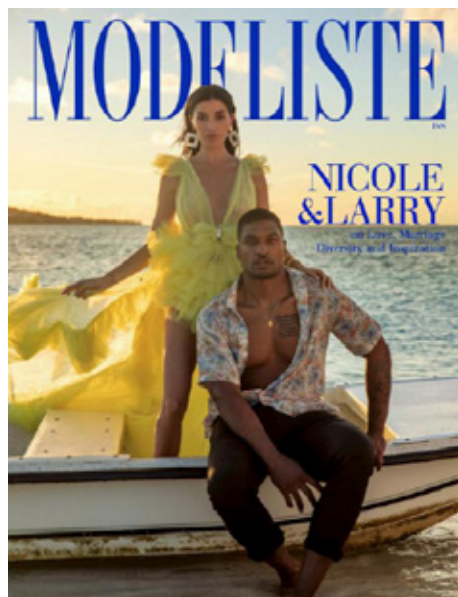
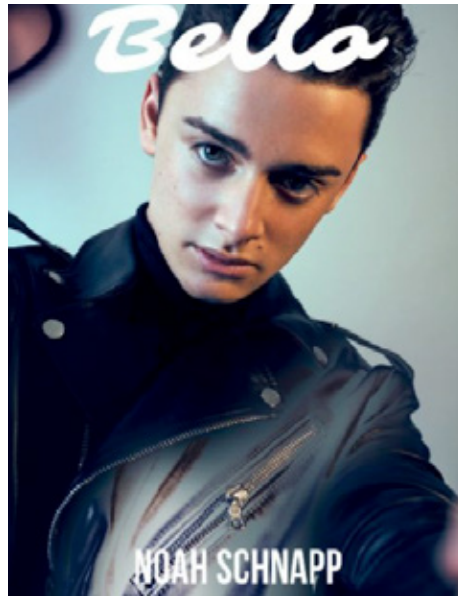




KEVIN.MURPHY
EDUCATE.ME

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KEVIN: THE SESSION STYLIST

Kevin Murphy has established himself as an industry icon and a hair master of fashion runway, editorial and film, all while carving his niche within the industry as the go-to-guy for the 'iconic beach hair' look.

His work has graced the covers and editorial pages of all the major global print publications such as *Vogue*, *Harper's Bazaar*, *Mademoiselle*, *Vanity Fair*, *Marie Claire*, *Elle*, *InStyle* and *GQ*. Working on shoots and fashion shows, models go through a number of hair and makeup changes in the course of a day. Kevin found that as the day progressed, the models' hair became heavy, dull and lifeless, and there were no styling products on the market that fulfilled his needs as an editorial stylist... So, he created his own, and in answering his own needs as a stylist, he has developed weightless products that are easy to use, provide performance, strength and longevity, and do not harm the environment.

Now sold in over 60 countries globally, KEVIN.MURPHY has become known for its high quality, high performance, skincare inspired products that work for stylists and their clients - on set or in salon.

PERFORMANCE BASED PRODUCTS

Born from the same philosophy as skincare, KEVIN.MURPHY's new age technology products are weightlessly designed to deliver performance, strength and style longevity. Powerful antioxidants extracted from Rose Hip, Immortelle, Orchid Flower and Kakadu Plum from the Australian Rainforest help to counteract the harmful effects on the hair that can be caused by damaging external factors such as harsh climate conditions and pollutants in the environment.

When searching the world for our ingredients, KEVIN.MURPHY looked for companies that use micro cultivation, organic growing practices, or ecologically sound wild harvesting techniques to ensure the KEVIN.MURPHY range is of the very highest quality.

Vitamins and Amino Acids repair the outer surface of the hair, thickening the hair and reducing the formation of split ends.

Moisturisers from Mango Butter and Murumuru Butter smooth the cuticle and soften the hair. Extracts from Peruvian Bark, Baobab and Bamboo infuse the hair with weightless moisture.

Naturally
Sulphate free,
Paraben free
and Cruelty free.



THE CHOICES WE MAKE

At KEVIN.MURPHY we care about the ENVIRONMENT and recognise the seriousness of dangerous climate change. We make every effort to do our part to help the environment by utilising packaging that is recyclable or biodegradable. To ensure the KEVIN.MURPHY range is of the very highest natural quality, we use natural ingredients from sources that are sustainable and renewable and are harvested utilising methods that do not cause any harm to the environment.

We choose to use packaging that is recyclable wherever possible, and all of our secondary packaging is made from paper or cardboard. We also choose square packaging that holds more volume and uses 40% less plastic in an aim to take up less space.

KEVIN.MURPHY is proudly collaborating with Al Gore's climate change leadership program, The Climate Reality Project. This non-profit global organisation is dedicated to educating the public about the science and impact of climate change and to working towards solutions at the grassroots level worldwide. With selected product sales, a cash donation will be made by KEVIN.MURPHY to The Climate Reality Project in an effort to lessen our overall global carbon footprint. The KEVIN.MURPHY GREEN.SALON Project is a virtual salon tool that demonstrates initiatives that salons and individuals can undertake to reduce their carbon footprint and their impact on the environment whilst saving money. KEVIN.MURPHY actively seeks out partnerships with salon recycling programs such as Green Circle Salons,

which act as a resource for sustainable waste management and is committed to helping and educating salons about making a difference for the environment.

Through their passionate commitment to the environment, Green Circle provides the means to send daily salon by-products and waste for environmentally friendly recycling and innovative reuse for impactful, sustainable projects.



Currently, almost 250 KEVIN.MURPHY salons across North America are part of Green Circle, and we are continuously looking for similar opportunities for our salons worldwide.

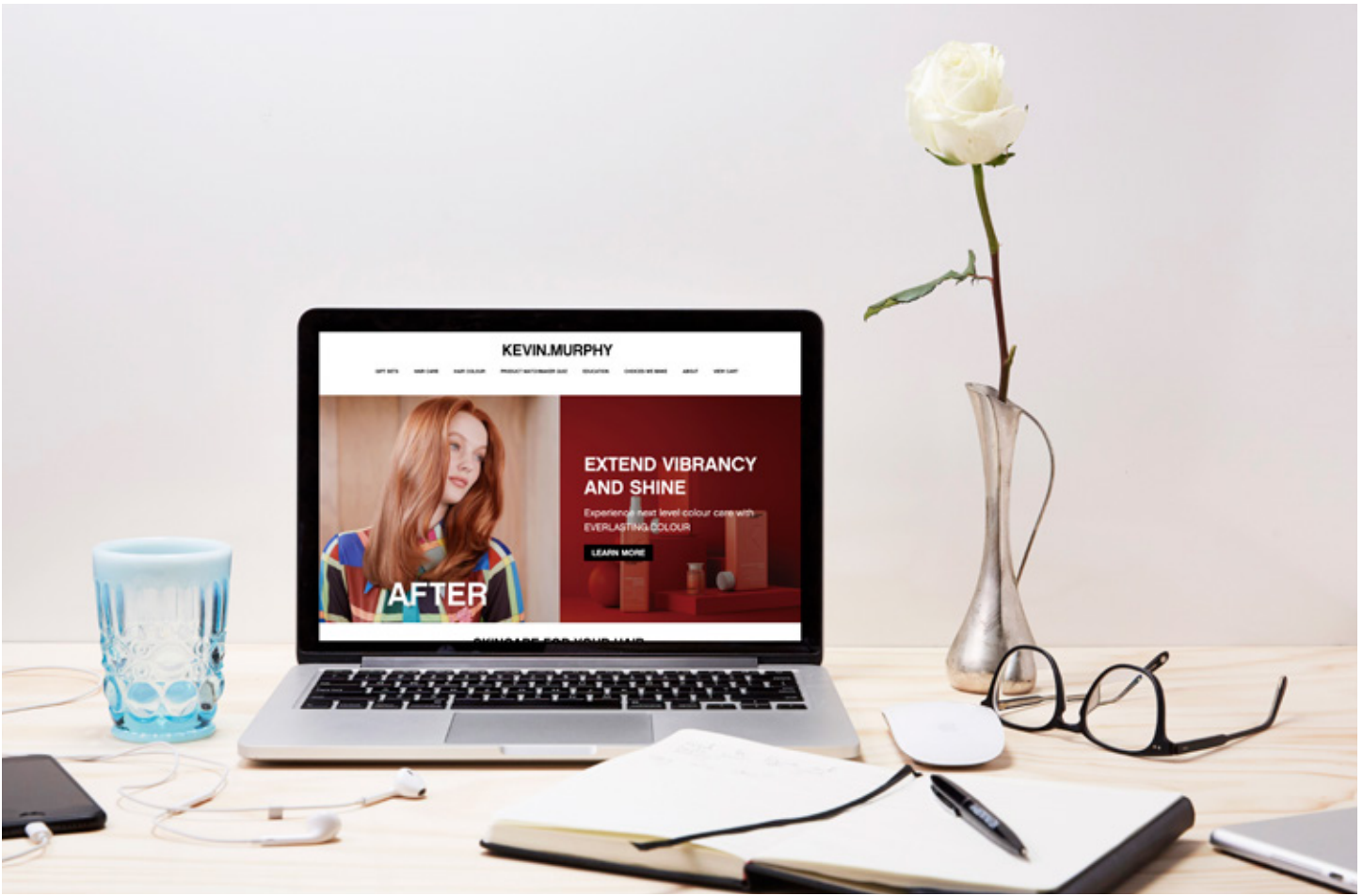
In the salon, water is a resource that is essential for core business functions; however, as clean and plentiful water becomes less widely available around the world, KEVIN.MURPHY has focused special interest in finding ways to conserve this vital resource through a global partnership with EcoHeads. Through this partnership, KEVIN.MURPHY and EcoHeads offer eco-friendly showerheads for salon basins which use 65% less water than regular showerheads and save up to 98 gallons of water per day in a single basin.

As our commitment to the environment and climate change continues to grow, THE HEART OF KEVIN.MURPHY is the area in which we focus our efforts towards charity and giving back to the community. THE HEART OF KEVIN.MURPHY is a non-profit arm of the company and its sole purpose is to fund charities that are close to our hearts and are in need of help, focusing on both human and environmental issues.

Through THE HEART OF KEVIN.MURPHY, we are proudly supporting Culture is Life, a campaign that aims to give a platform for indigenous elders and community leaders to influence public awareness, policy-making and service provision around indigenous youth suicide prevention.

Furthermore, People for the Ethical Treatment of Animals (PETA), the largest animal rights organisation in the world, has proudly accepted KEVIN.MURPHY to be listed as one of their recommended 'Cruelty Free' companies. KEVIN.MURPHY will not harm nor test on animals. We test on models! We avoid the use of any ingredients that will damage or harm animals or the environment in any way.

To learn more about THE CHOICES WE MAKE, visit: WWW.KEVINMURPHY.COM.AU.



ALL ABOUT YOU

PRODUCT.MATCHMAKER

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

Introducing all aboutyou, our personalised product matchmaker that allows clients to discover products based on their hair type, texture, climate and styling habits - all hand selected by Kevin and recommended by you, for their specific needs.








With the world of LOVE KEVIN.MURPHY and the right products for your hair.

WWW.KEVINMURPHY.COM.AU/ALLABOUTYOU

Our social media channels and our website 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, prestigious awards and media features. Our digital channels keep you connected with the LOVE KEVIN.MURPHY experience.

WWW.KEVINMURPHY.COM.AU

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REGIMENS

HYDRATE

The KEVIN.MURPHY HYDRATE regimen with Kakadu Plum, 6 highly beneficial Australian Fruit Extracts, nourishing Shea Butter and moisture-restoring vitamins delivers much needed hydration and weightless moisture to help transform dry, damaged hair.



HYDRATE-ME.WASH

KAKADU PLUM INFUSED MOISTURE DELIVERY SHAMPOO FOR COLOURED HAIR

Quench dull, parched and dry hair, with a nourishing hydration pick-me-up. HYDRATE-ME.WASH is our super-smoothing, hydrating WASH that will replenish hair with much needed moisture. Ideal for hair that's naturally dry, or exposed to harsh, dry climates, it's packed with antioxidant goodness to help restore a healthy glow to parched locks.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Follow with HYDRATE-ME.RINSE. Can be used daily, and as part of our HYDRATE regimen.

BENEFITS

- Antioxidant-rich blend helps boost hydration
- Helps add essential moisture and shine
- Helps smooth the hair and delivers a silky-soft feel
- Packed with vitamins and nourishing oils
- Ideal for normal to dry hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Native to Australia's Northern Territory, Kakadu Plum has the highest concentration of natural Vitamin C of any known plant. Helps smooth the surface of the hair to lock in essential moisture.

Antioxidant Vitamin A smoothes the appearance of the hair shaft, and helps increase elasticity.

An effective antioxidant, Vitamin C is a natural source of goodness for the hair.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally beneficial butter, helps rehydrate the hair and scalp without clogging the cuticles.

Antioxidant rich, and a natural source of vitamins, Bergamot Fruit Extract assists in balancing the hair and scalp.

High in Omega 6, Evening Primrose Oil hydrates and helps soften the hair. It contains Phospholipids that are hydrophilic, meaning they are moisture-loving and attracted to water.



KEVIN'S TIP:

Used together as part of our HYDRATE regimen, HYDRATE-ME.WASH, RINSE and MASQUE will help replenish essential moisture, and put the goodness back into dry, parched hair. Just like you need to hydrate the body, you also need to remember to hydrate the hair and our trio of hydration heroes will deliver every time.

HYDRATE-ME.RINSE

KAKADU PLUM INFUSED MOISTURE DELIVERY SYSTEM FOR COLOURED HAIR

A luxurious hydrating and smoothing conditioner, designed to restore and replenish hair in need of repair. Ideal for naturally dry hair or for hair that's been exposed to harsh, dry climates. HYDRATE-ME.RINSE provides an essential moisture boost to nourish dry, parched locks, and transforms the look and feel of split ends. Full of antioxidant goodness, HYDRATE-ME.RINSE leaves the hair with a nourished, healthy-looking glow.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. For optimal repairing results, use after washing with HYDRATE-ME.WASH, and as part of our HYDRATE regimen.

BENEFITS

- Antioxidant rich blend helps boost hydration
- Helps add essential moisture and shine
- Helps smooth the hair and delivers a silky-soft feel
- Packed with Vitamins and nourishing oils
- Ideal for normal to dry hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Native to Australia's Northern Territory, Kakadu Plum has the highest concentration of natural Vitamin C of any known plant. Helps smooth the surface of the hair to lock in the moisture.

An excellent emollient for adding moisture to the hair, Jojoba Esters help make the hair more resilient to tangles, and also help to prevent damage and split ends.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally beneficial butter, helps rehydrate the hair and scalp without clogging the cuticles.

High in Omega 6, Evening Primrose Oil hydrates and helps soften the hair. It contains Phospholipids that are hydrophilic, meaning they are moisture-loving and attracted to moisture.



KEVIN'S TIP:

Used together as part of our HYDRATE regimen, HYDRATE-ME.WASH, RINSE and MASQUE will help replenish essential moisture, and put the goodness back into dry, parched hair. Just like you need to hydrate the body, you also need to remember to hydrate the hair and our trio of hydration hero's will deliver every time.

HYDRATE-ME.MASQUE

MOISTURISING AND SMOOTHING MASQUE FOR FRIZZY, COARSE, COLOURED HAIR

Give dry, parched hair an intense burst of hydration with HYDRATE-ME.MASQUE. Our repairing and smoothing treatment MASQUE delivers hydration and moisture to dry hair, or hair that's been exposed to harsh, dry climates. HYDRATE-ME.MASQUE's unique formulation features vitamin-charged, micro-capsules, that explode upon contact to deliver hydration and moisture, leaving the hair deeply conditioned from root to tip.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and massage into hair and scalp for 5 to 10 minutes to fully absorb the benefits, follow with a refreshing rinse. For optimal results, use after washing with HYDRATE-ME.WASH, and as part of our HYDRATE regimen.

BENEFITS

- Restores moisture and hydrates dry, parched hair
- Conditions deeply and boosts shine
- Contains nourishing ingredients to help restore, repair and smooth
- Increase elasticity and bounce
- Ideal for normal to dry
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Bursting with essential oils and vitamins, Rosa Canina (Rose Hip) Fruit Extract is known to contain high levels of essential fatty acids that help the hair retain moisture. Its naturally beneficial anti-ageing properties also help create healthy body and shine.

Antioxidant rich, and a natural source of vitamins, Citrus Aurantium Bergamia (Bergamot) Fruit Extract, assists in balancing the hair and scalp.

High in Omega 6, Evening Primrose Oil hydrates and helps soften the hair. It contains Phospholipids that are hydrophilic, meaning they are moisture-loving and attracted to moisture.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally beneficial butter, helps rehydrate the hair and scalp without clogging the cuticles.

Native to Australia's Northern Territory, Kakadu Plum has the highest concentration of natural Vitamin C of any known plant. Helps smooth the surface of the hair to lock in essential moisture.



KEVIN'S TIP:

Used together as part of our HYDRATE regimen, HYDRATE-ME.WASH, RINSE and MASQUE will help replenish essential moisture, and put the goodness back into dry, parched hair. Just like you need to hydrate the body, you also need to remember to hydrate the hair and our trio of hydration heroes will deliver every time. If you need more intense hydration and repair, alternate your RINSE with the HYDRATE-ME.MASQUE for a deep conditioning treatment that's designed to deliver intense hydration and moisture from root to tip.

UN.TANGLED

LEAVE-IN CONDITIONER, DETANGLER

No need to tearfully tear those tangles away – allow UNTANGLED to do all the hard work for you. Our leave-in conditioner is formulated with a complex blend of nourishing Australian Fruit Extracts that help detangle, strengthen and restore hair to sleek perfection. Added heat protection also helps guard against styling damage.

USE.ME

SHAKE. SPRAY. UNTANGLE.
Spray onto wet hair, gently comb through and leave in.

BENEFITS

- Infused with a unique blend of Australian Fruit Extracts
- Gently detangles the hair
- Helps restore, strengthen retain moisture in the hair
- Offers heat protection up to 200°F / 93°C
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions and their hydrophilic properties.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment, and a key ingredient to help protect the integrity of hair health.

A native of Australia, Tasmania Lanceolata Leaf Extract helps provide soothing and protective properties to the scalp.

Aniseed Myrtle, another Australian native, helps boost shine, strength and also increases the feel of hair's elasticity.

Full of antioxidant Vitamins A, C and E, and known for its beneficial anti-ageing benefits, Australia's Wild Rosella Flower helps fight oxidation, and aids in hair repair - both inside and out.

Lactic Acid helps to relax and smooth surface hair.



KEVIN'S TIP:

I looked to the harsh Australian climate to help create UNTANGLED, and selected a series of native Australian ingredients that were all proven to flourish in harsh conditions. UN.TANGLED is part of our HYDRATE regimen, and the perfect leave-in treatment for curly, wavy or frizzy hair that delivers soft, silky hydration with the added benefit of heat protection.

SHIMMER.SHINE

REPAIRING SHINE MIST

Add a little shimmer to your shine with a treatment spray that smells just as good as it looks. Lightweight finishing mist, with light reflective technology from high-end skincare, adds brilliant shine to the hair with no oily residue or added weight. SHIMMER.SHINE has a specially selected blend of ingredients from the Australian Rainforest, chosen for their ability to flourish in harsh climates, add elasticity and revive lackluster hair. Packed with Vitamins C and E, Baobab, Immortelle and Bamboo, it's a spritz of shimmering goodness for the hair.

USE.ME

TWIRL. SPRAY. SHINE.

Spray onto damp, towel-dried hair or directly onto dry hair. Do not rinse; leave to dry naturally or style as desired.

BENEFITS

- Infused with a nourishing blend of Australian Fruit Extracts
- Adds instant, radiant shine and a sublime scent
- Helps counteract dull, flat colour - even on dark tones
- Nourishing and moisturising
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions, and their hydrophilic properties. Together they deliver shine, strength and lustre.

Adansonia Digitata (Baobab) Seed Oil, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment, and a key ingredient to help protect the integrity of hair health.

A native plant from the island of Corsica, Helichrysum Italicum (Immortelle) Extract is renowned for its anti-ageing benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.



KEVIN'S TIP:

As a session stylist, I am always under harsh lights – either on set, or on location in extreme conditions, yet I always need to create a finished look that captures the light and boasts magnificent shine. The answer for me was to create my own, a product that would enhance the shine on any hair colour, add a lightweight healthy shimmer to the hair, and provide women with the tools to do the same at home. Shine-on with SHIMMER.SHINE an essential part of our HYDRATE regimen.

REPAIR

Renew and restore, dry, damaged hair with the KEVIN.MURPHY REPAIR regimen. Enriched with Green Pea Protein, Papain – a powerful enzyme found in Papaya, Bamboo and Silk Amino Acids plus deeply-conditioning oils and butters to strengthen and repair dry, damaged hair.



REPAIR-ME.WASH

RECONSTRUCTING STRENGTHENING SHAMPOO

Nourish overtaxed hair back to life, and make dry, damaged, frizzy over-processed hair a thing of the past with a little help from REPAIR-ME.WASH. Prepare to renew and restore frazzled locks with our reconstructing treatment shampoo enriched with powerful proteins and amino acids. It will help to strengthen the hair from root to tip, while gently removing impurities and soothing damage.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Follow with REPAIR-ME.RINSE. Can be used daily, and as part of our REPAIR regimen.

Note: You might not need to wash your hair daily, but remember to always use REPAIR-ME.WASH and RINSE for two consecutive washes even if they are apart, and then replace both with RE.STORE for the third wash.

BENEFITS

- A power-packed blend of proteins and enzymes
- Helps nourish, restore and replenish the hair
- Helps hair look and feel smoother and stronger
- Provides a boost of essential moisture
- Ideal for all hair types in need of targeted repair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Bromelain is an enzyme from the Pineapple that has the ability to penetrate the hair and provide targeted nutrition without weighing the hair down.

Another powerful enzyme, Papain, from the Papaya, is known to help unlock and boost the potency of other ingredients that work to bind moisture and improve hair's overall elasticity.

A superfood rich in Amino Acids, Green Pea Protein delivers intense hydration to help nourish and replenish the hair.

Richly conditioning and moisturising, Silk Amino Acids help to improve hydration and draw in moisture for hair that appears more flexible, manageable and softer.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health. Adds a natural-looking shine and lustre to the hair.



KEVIN'S TIP:

Part of our REPAIR regimen, REPAIR-MEWASH and RINSE are a must-have duo for intense repair – you can either use them as a hardworking double act to repair and restore frazzled locks or as part of our 4-part system with RE.STORE. What excites me about REPAIR-ME is the technology, which encapsulates a protein inside an enzyme, which then keeps the protein in a lipid or 'softened state'. This helps keep the protein soft and wobbly, which allows it to fit within the damage site exactly - a little bit like a key fits inside a lock – the end result from these 'soft' proteins is... soft, soothed, repaired hair.

REPAIR-ME.RINSE

RECONSTRUCTING AND STRENGTHENING CONDITIONER

Repair, renew and restore dry, damaged, frizzy over-processed hair with REPAIR-ME.RINSE, our deeply nourishing and strengthening conditioner that helps reconstruct and repair the hair. Packed with a powerhouse of 'soft-state proteins' and enzymes, REPAIR-ME.RINSE delivers gentle lubrication to the hair, while helping to restore and protect against future damage.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. For optimal repairing results, use after washing with REPAIR-MEWASH, and as part of our 4-part system from the REPAIR regimen.

Note: You might not need to wash your hair daily, but remember to always use REPAIR-MEWASH and RINSE for two consecutive washes even if they are apart, and then replace both with RE.STORE for the third wash.

BENEFITS

- A power-packed blend of proteins and enzymes
- Helps nourish, restore and replenish the hair
- Helps hair look and feel smoother and stronger
- Enhances manageability and shine
- Ideal for all hair types in need of targeted repair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Bromelain is an enzyme from the Pineapple that has the ability to penetrate the hair and provide targeted nutrition without weighing the hair down.

Another powerful enzyme, Papain, from the Papaya, is known to help unlock and boost the potency of other ingredients that work to bind moisture and improve hair's overall elasticity.

A superfood rich in Amino Acids, Green Pea Protein delivers intense hydration to help nourish and replenish the hair.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally-good-for-you butter, helps rehydrate the hair and scalp without clogging the cuticles.

Packed with essential vitamins and minerals, Aloe Vera Leaf Extract is a natural conditioning agent that helps to restore sheen, lustre and shine.

Acai Berry Extract, known for its anti-ageing benefits, is an antioxidant-rich "super-fruit" with essential vitamins to help promote healthy hair growth while adding shine.



KEVIN'S TIP:

Part of our REPAIR regimen, REPAIR-ME.WASH and RINSE are a must-have duo for intense repair – you can either use them as a hardworking, double act to repair and restore frazzled locks or as part of our 3-part system with RE.STORE. What excites me about REPAIR.ME is the technology, which encapsulates a protein inside an enzyme, which then keeps the protein in a lipid or 'softened state'. This helps keep the protein soft and wobbly, which allows it to fit within the damage site exactly - a little bit like a key fits inside a lock – the end result from these 'soft' proteins is... soft, soothed, repaired hair.

RE.STORE

REPAIRING CLEANSING TREATMENT

Repair, renew and restore dry, damaged, frizzy over-processed hair with RE.STORE, the third step in our 4-part system for intense repair. Our potent, cleansing and repairing treatment is bursting with the goodness of powerful superfood proteins and fruit enzymes that work to naturally bind moisture to help reconstruct damaged hair. With the help of amino acids, the building blocks of repair, RE.STORE helps to rebuild and restore hair's elasticity strength and moisture levels.

USE.ME

APPLY. RESTORE. RINSE.

For optimal repairing results, use 1-2 times per week as a substitute for shampoo and conditioner and as part of our 3-part system from the REPAIR regimen.

Note: You might not need to wash your hair daily, but remember to always use REPAIR-MEWASH and RINSE for two consecutive washes even if they are apart, and then replace both with RE.STORE for the third wash.

BENEFITS

- Non-foaming, cleansing and repairing treatment
- A power-packed blend of proteins and enzymes
- Helps nourish, restore and replenish the hair
- Helps hair look and feel smoother and stronger
- Enhances manageability and shine
- Ideal for all hair types in need of targeted repair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A powerful natural enzyme, Papain is from the Papaya and is known to help unlock and boost the potency of other ingredients that work to bind moisture, and improve hair's overall elasticity.

Bromelain is an enzyme from the Pineapple that has the ability to penetrate the hair and provide targeted nutrition without weighing the hair down.

A superfood rich in Amino Acids, Green Pea Protein delivers intense hydration to help nourish and replenish the hair.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally-good-for-you butter, helps rehydrate the hair and scalp without clogging the cuticles.



KEVIN'S TIP:

The REPAIR regimen is a 4-part system created to reconstruct and strengthen damaged hair. An essential part of our REPAIR regimen is RE.STORE, a non-foaming, cleansing crème treatment that replaces both your shampoo and conditioner on the day of use – based on the latest in high tech skincare technology, RE.STORE is formulated to act just like a crème cleanser would act within your skincare routine. Here's how it goes...Wash one and two, use both your REPAIR-MEWASH and RINSE, and then for wash three – replace both with RE.STORE only. With continued use the end result is soft, shiny, repaired hair.

LEAVE-IN.REPAIR

NOURISHING LEAVE-IN TREATMENT

Intense repair and nourishment for shiny, glossy, weightless hair with the added bonus of heat protection – all this, in one handy leave-in treatment, LEAVE-IN.REPAIR. As the name implies, you just wash, condition and leave to allow our repairing treatment to get to work repairing and restoring damage where it is needed most.

USE.ME

APPLY. ABSORB. LEAVE.

Apply LEAVE-IN.REPAIR to damp or towel-dried hair, gently massage from root to tip. Do not rinse, leave to dry naturally or style as desired.

BENEFITS

- Leave-in targeted repair treatment
- Helps restore, replenish and repair damaged hair
- Helps reduce hair breakage and strengthen the hair
- Offers heat protection up to 200°F / 93°C
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known to help strengthen and rebuild the hair, Hydrolysed Keratin Protein also imparts moisture to help restore hair's overall lustre.

Jojoba Seed Oil provides hydration while soothing both the hair and scalp.

A superfood rich in Amino Acids, Green Pea Protein delivers intense hydration to help nourish and replenish the hair.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health. Adds a natural-looking shine and lustre to the hair.

A powerful natural enzyme, Papain is from the Papaya and is known to help unlock and boost the potency of other ingredients that work to bind moisture and improve hair's overall elasticity.

Pelargonium Graveolens (Geranium) Flower Oil provides shine and manageability.



KEVIN'S TIP:

Hair colouring techniques have changed a great deal over the last few years, and subsequently the hair now has a very different porosity from the roots through to the tips. To help combat damage and restore porosity, we created LEAVE-IN.REPAIR - the added benefit of a leave-in treatment is that it continues working for up to 24-hours. From first use, LEAVE-IN.REPAIR improves overall condition and manageability, and with continued use, and as part of our REPAIR regimen, hair quality will continue to improve over time.

VOLUME

The KEVIN.MURPHY VOLUME regimen delivers volume, fullness and body to fine, fragile hair with a soothing infusion of Lavender, Lotus Flower and Bamboo Extracts alongside deeply conditioning Mango and Cocoa Butters to help nourish and moisturise the hair without weighing it down.



ANGEL.WASH

SHAMPOO FOR FINE COLOURED HAIR

If your over-stressed hair is in need of a little salvation, our delicate ANGEL.WASH volumising shampoo will nourish and transform fine, fragile hair that has been colour-treated or damaged. Infused with soothing essential oils, vitamins, proteins and antioxidants, ANGEL.WASH gently cleanses the scalp and hair while maximising colour longevity, and protecting against harmful free radicals.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Follow with ANGEL.RINSE. Can be used as desired, and as part of our VOLUME regimen.

BENEFITS

- Antioxidant-rich blend boosts volume to fine hair
- Helps strengthen and protect against stressors
- Helps to reduce hair breakage
- Helps prevent colour-fade
- Colour-safe and gentle enough for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A popular ingredient in skincare, Hydrolysed Oat Protein adds fullness and body, without adding weight to the hair.

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant and anti-inflammatory properties. Helps to increase the feel of hair's elasticity and aids moisture retention.

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against environmental stressors, its delightful scent helps stimulate the senses too. This hardworking essential oil also helps to create intense shine.

Lavendula Angustifolia (Lavender) Extract is one of nature's gentlest scents, known for its calming and soothing properties.



KEVIN'S TIP:

Used together as part of our VOLUME regimen, ANGEL.WASH, RINSE AND MASQUE are your go-to team of gentle, yet highly effective saviours for stressed-out, flat or fine hair. Damage happens easily - from over-processing, environmental stressors and daily heat styling - and sometimes you just need to give your hair a break and nourish it with the essential goodness of our VOLUME regimen. It will restore volume and fullness to the hair in no time.

ANGEL.RINSE

FOR FINE COLOURED HAIR

Treat fine, fragile and broken hair with ANGEL.RINSE, our weightless, volumising conditioning RINSE created to soothe and protect fine, damaged and colour treated hair. Delicately scented and deeply conditioning, Mango and Cocoa Butters help nourish and moisturise the hair without weighing it down.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. For optimal results, use after washing with ANGEL.WASH, and as part of our VOLUME regimen.

BENEFITS

- Adds moisture without weighing down the hair
- Antioxidant-rich formula helps shield against free radicals
- Helps strengthen and protect against stressors
- Colour-safe and gentle enough for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Naturally derived from whole wheat, Hydrolysed Wheat Protein improves body, and boosts shine, leaving hair feeling deeply nourished and conditioned without weighing it down.

Used for thousands of years as a health tonic, Angelica Archangelica Root Extract is full of nutrients that help to condition and hydrate the hair and scalp.

Renowned for its restorative properties, Mangifera Indica (Mango) Seed Butter helps restore and maintain the natural moisture balance of the hair.

Rich in Vitamin E and essential minerals, Theobroma Cacao (Cocoa) Seed Butter gently soothes the scalp and can improve hair's elasticity and suppleness.

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against external stressors, its delightful scent helps stimulate the senses too.



KEVIN'S TIP:

Used together as part of our VOLUME regimen, ANGEL.WASH, RINSE AND MASQUE are your go-to team of gentle, yet highly effective saviours for stressed-out, flat or fine hair. With fine hair, damage can happen easily - from over-processing, sun exposure and daily heat styling, and sometimes you just need to give your hair a break by nourishing it with the essential goodness of our VOLUME regimen. It will restore volume and fullness to the hair in no time.

ANGEL.MASQUE

STRENGTHENING AND THICKENING CONDITIONING TREATMENT FOR FINE, COLOURED HAIR

A restorative at-home treatment MASQUE providing deep conditioning, strength and essential repair to fine and damaged hair. ANGEL.MASQUE leaves hair visibly healthier, shinier and thicker, and contains essential ingredients to help protect against future damage. Our richly strengthening MASQUE is ideal for fine, fragile, broken and colour-damaged hair. It also helps prevent breakage, and aids in the repair of split, damaged ends.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and massage into hair and scalp for 2 to 10 minutes to fully absorb the benefits, follow with a refreshing rinse. For optimal repairing results, use after washing with ANGEL.WASH, and as part of our VOLUME regimen.

BENEFITS

- Instantly restores the appearance of distressed, fine and damaged hair
- Imparts rich moisture and shine
- Contains nourishing ingredients to help restore, repair and strengthen
- Adds volume and fullness to the hair
- Colour-safe and gentle enough for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of natural silica and mineral nourishment. A key ingredient to protect the strength and integrity of hair health.

Containing all 8 essential Amino Acids, Hydrolysed Quinoa delivers essential moisture and deep repair. Provides a protective barrier and boosts shine.

Known as 'The Sacred Lotus', Nelumbo Nucifera Flower Extract increases the appearance of natural shine, while boosting volume and body. Natural emollients help add elasticity to brittle, damaged hair due to their richly moisturising properties.



KEVIN'S TIP:

Used together as part of our VOLUME regimen, ANGEL.WASH, RINSE AND MASQUE are your go-to team of gentle, yet highly effective saviours for stressed-out, flat or fine hair. Damage happens easily - from over-processing, colour changes and daily heat styling - and sometimes you just need to give your hair a break by strengthening it with the essential goodness of our VOLUME regimen. It will restore volume and fullness to the hair in no time. If you need intensive care and repair, alternate your RINSE with the ANGEL.MASQUE for an intensive conditioning treatment that's designed to provide optimal conditioning and restorative benefits.

ANTI.GRAVITY

OIL FREE VOLUMISER

Create styles that are out-of-this-world with our weightless ANTI.GRAVITY lotion. This oil free volumiser and texturiser allows you to create bigger, thicker-looking hair instantly, and will help hold your style in place whether it's long, short, curled or blown-out. Also helps to control flyaway strands, and provides a lush, oil-free shine.

USE.ME

APPLY. DEFINE. DRY.
Apply ANTI.GRAVITY to damp hair before styling.

BENEFITS

- Increases volume, boosts body and adds shine
- Provides long-lasting, weightless hold
- Helps control flyaway strands
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

With a scent that's an intoxicating blend of fresh, floral, calm and crisp, organic Lavandula Intermedia Flower/Leaf/Stem Extract is one of the classic oils, and is highly beneficial to all hair types. Sourced from a sustainable farm in Northern California, its balancing action is of benefit to both dry and oily hair.



KEVIN'S TIP:

One of the signature products within our VOLUME regimen, ANTI.GRAVITY is great for all hair types and styles. Apply wet and dry as desired, or spritz with H2O and dry-in when using hot tools. We use a lot of ANTI.GRAVITY backstage, and my creative team and I use a technique called 'Sandblasting' – try it for yourself, the results are amazing. Simply spritz the hair to lightly dampen, and then apply ANTI.GRAVITY from roots to tips. Blast in with a dryer to create a 'thatchy' texture, and then style with hot tongs as desired. Repeat the process up to three times, depending on the volume of the style you are creating - remember, the more you 'sandblast', the more volume and longevity you give the style.

ANTI.GRAVITY.SPRAY

WEIGHTLESS HAIR SPRAY

Defy gravity, and go bigger and even more beautiful with a burst of ANTI.GRAVITY.SPRAY. Our lightweight, non-aerosol hair spray imparts a lush, oil-free shine to the hair, and will hold your style in place for longer.

USE.ME

SPRAY. DEFINE. DRY.
Apply ANTI.GRAVITY.SPRAY to dry hair after styling.

BENEFITS

- Non-aerosol hair spray
- Weightless formula that won't weigh the hair down
- Adds oil-free shine
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A natural emollient, Manuka Honey (Mel) helps to seal in moisture and softens the hair for added flexibility.

Organic Citrus Grandis (Grapefruit) Extract contains high levels of Vitamins C and E to provide beneficial repair to dry, damaged hair.



KEVIN'S TIP:

An essential part of our VOLUME regimen, ANTI.GRAVITY.SPRAY is the ideal, non-aerosol, spray to hold those seriously-smooth, glamour-girl looks in place. It helps reinforce and boost big, bouncy body and is super-lightweight, so it never weighs the hair down.

POWDER.PUFF

VOLUMISING POWDER

An instant poof in a jar! Here's the perfect little PUFF to create the coveted messy, casual volume that everyone desires. Simply tap gently, apply a few shakes onto the hair and the powder morphs into a setting product with lasting hold. Builds body with ease, and is suitable for all hair types. The magic of our special little PUFF is all in the technology – imagine a hardworking volumising lotion, locked inside a sphere of powder – then imagine the sphere making contact with the hair – Va Va Voom, and the magic happens. The lotion lifts the hair, and the powder simultaneously dries the lotion, giving your hair some serious extra oomph.

USE.ME

SHAKE. PUFF. CREATE.
Sprinkle POWDER.PUFF onto dry hair at the roots to create volume and texture.

BENEFITS

- Weightless volumising powder doesn't weigh the hair down
- Unique dry-matte texture
- Targeted application to boost flat hair of any type
- Setting lotion encapsulated in a powder sphere
- Provides instant volume and body
- Ideal for fine or flat hair or for just a little extra oomph
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Rich in amino acids, and a natural marine-algae, Alaria Esculenta Extract helps to increase hydration levels while helping to reinforce the structure of the hair.



KEVIN'S TIP:

POWDER.PUFF is part of our VOLUME regimen, and one of my all-time favourite products for adding a little extra oomph to your 'doo. Notice the opening is like a smile? Hide the eyes to add more product or shut the mouth for less, so you control how much you use, and you apply only where you need it. All you have to do is apply, and then allow the powder to morph...the end result is instant poof and volume, all from the cutest little jar!

BODY.BUILDER

VOLUMISING MOUSSE

Work that body and boost your hair with flexible fullness and hold. If you want to create smooth, big shapes then layer on lashings of BODY.BUILDER. Don't be afraid to keep adding more, as our weightless, moisturising, volumising mousse will build beautiful body without any fear of a crunch – the end result is flexible fullness and hold.

Lessening our environmental footprint, and creating products that are kind to the planet is at the heart of everything we do at KEVIN.MURPHY. For every can of BODY.BUILDER sold, a financial contribution will be made to help reduce global carbon emissions.

USE.ME

SHAKE. SPRAY. REPEAT.
Apply BODY.BUILDER to damp hair and dry in for long lasting body.

BENEFITS

- Weightless, volumising spray mousse
- Created with 'memory hold' resins
- Provides silky hold and shine
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against stressors, its delicious scent helps stimulate the senses too. This hardworking essential oil also helps to create intense shine.

Vitamin B5 helps to bind moisture into the hair.



KEVIN'S TIP:

An essential part of our VOLUME regimen and a must-have for beautiful body - the main thing I want you to remember about BODY.BUILDER is that you can layer it on to create exactly the look you want – the more you add, the more body you build, and there's no crunchy stickiness, just the body – beautiful! Go ahead and work that body...your hair will thank you for it.

THICKENING

The KEVIN.MURPHY THICKENING regimen helps to strengthen and densify fine or thin hair with advanced eyelash thickening technology, and a luxurious blend of Rice Amino Acids, Oleanolic Acid plus extracts of Ginger Root and Nettle.



PLUMPING.WASH

DENSIFYING SHAMPOO FOR THINNING HAIR

Plump up in all the right places, and take your hair to a whole new level of volume and thickness with PLUMPING.WASH. Created to nourish every strand from root to tip, fine and ageing hair will transform into stronger, fuller-looking locks with renewed strength and vitality.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Rinse with PLUMPING.RINSE. Can be used daily, and as part of our THICKENING regimen.

BENEFITS

- Thickens without weighing down the hair
- Stimulates circulation in the scalp while nourishing the hair follicles
- Helps to maintain the integrity of your hair's health
- Creates volume, while delivering softness and shine
- Ideal for all hair types, especially fine and ageing hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Extracts of Ginger Root and Nettle help to strengthen and densify fine hair, leaving the scalp feeling revitalised and refreshed.

Known for its strengthening properties, and rich with antioxidants, Oleanolic Acid helps fortify the roots and fight follicle ageing.

Aloe Vera Leaf Extract - Packed with essential vitamins and minerals, this natural conditioning agent helps to restore sheen, lustre and shine.

Rice Bran and Rice Amino Acids are rich in vital nutrients essential for hair repair. Rice Amino Acid helps condition, strengthen and expand the diameter of the hair shaft. Also helps the hair appear thicker, and adds an overall more luxurious, silky sheen.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment, and a key ingredient to help protect the integrity of hair health.

Richly conditioning and moisturising, Silk Amino Acids help to improve hydration and draw in moisture for hair that appears more flexible, manageable and softer.

Acai Berry Extract, known for its anti-ageing benefits, is an antioxidant packed "super-fruit" with essential vitamins to add luminous shine.



KEVIN'S TIP:

The trio of PLUMPING.WASH, PLUMPING.RINSE and BODY.MASS is a must-have for anyone with thin, fine or ageing hair. Used together, they will help your hair appear full and fabulous, plus you get the added benefit of ingredients that help maintain the integrity of your hair's health. Packed with antioxidant goodness, superfruits and essential Amino Acids, and an essential part of our THICKENING regimen, they're a powerhouse to help boost fine and/or ageing hair.

PLUMPING.RINSE

DENSIFYING CONDITIONER FOR THINNING HAIR

Treat fine, thin or ageing hair to a lavish level of conditioning goodness with PLUMPING.RINSE. Our luxurious RINSE delivers essential nourishment to help restore thickness, and boost volume, while imparting sublime shine and silky-soft texture.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. Can be used daily, and as part of our THICKENING regimen. For optimal plumping results, use after washing with PLUMPING.WASH and finish with BODY.MASS.

BENEFITS

- Packed with essential ingredients to help hydrate the hair
- Helps protect and strengthen hair from root to tip
- Hair feels thicker, with added volume and bounce
- Delivers intense shine and silky-softness
- Ideal for all hair types, especially fine and ageing hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Rice Amino Acids help condition, strengthen and expand the diameter of the hair shaft to help hair feel thicker, with an overall more luxurious, silky sheen.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally-good-for-you butter helps rehydrate the hair and scalp without clogging the cuticles.

Aloe Vera Leaf Extract - Packed with essential vitamins and minerals, this natural conditioning agent helps to restore sheen, lustre and shine.

Extracts of Ginger Root and Nettle help to strengthen and densify fine hair, leaving the scalp feeling revitalised and refreshed.

Acai Berry Extract, known for its anti-ageing benefits, is an antioxidant rich "superfruit" with essential vitamins to add luminous shine.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health. Adds a natural-looking shine and lustre to the hair.

Sugar Cane is a natural AHA – Alpha Hydroxy Acid, that helps exfoliate and remove dead skin, oily residue and dirt from the scalp. By cleaning and unclogging the pores and follicles, new hair grows more easily, and essential nutrients are better absorbed to help stimulate and nourish the follicles.

30 KEVIN.MURPHY.EDUCATE.ME



KEVIN'S TIP:

The trio of PLUMPING.WASH, PLUMPING.RINSE and BODY.MASS is a must-have for anyone with thinning, fine or ageing hair. Used together, they will help your hair appear full and fabulous, plus you get the added benefit of ingredients that help maintain the integrity of your hair's health. Packed with antioxidant goodness, superfruits and essential Amino Acids, and an essential part of our THICKENING regimen, they're a powerhouse of goodness to help boost fine and/or ageing hair.

BODY.MASS

LEAVE-IN PLUMPING CONDITIONING TREATMENT

As the name implies...this is BODY in a bottle. Created using eyelash thickening and lengthening technology, BODY.MASS helps strengthen the hair, while imparting a fullness and thickness that gives you beautiful body and bounce. Richly formulated with Oleanolic Acid, our leave-in plumping treatment helps fortify and strengthen at the roots to help prevent hair ageing.

USE.ME

PREP. SPRAY. STAY.

Prep hair with PLUMPINGWASH AND RINSE, from our THICKENING regimen, and towel dry. Spray BODY.MASS evenly throughout damp or towel dried hair, concentrating on the roots and scalp. Do not rinse, dry and style as usual.

BENEFITS

- Helps to strengthen and fortify hair from root to tip
- Boosts thickness for increased body and bounce
- Helps increase microcirculation to the scalp
- Offers heat protection up to 420°F / 216°C
- Ideal for all hair types, especially fine, ageing and thinning hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known for its strengthening properties, and rich with antioxidants, Oleanolic Acid from Olive Tree Leaves helps fortify the roots, and fights follicle ageing.

Adansonia Digitata (Baobab) Fruit Extract, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

A native plant from the island of Corsica, Helichrysum Italicum (Immortelle) Extract is renowned for its anti-ageing benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.

Naturally derived from whole wheat, Hydrolysed Wheat Protein improves body, boosts shine and leaves hair feeling deeply nourished and conditioned.

Euterpe Oleracea (Acai) Fruit Extract known for its many anti-ageing benefits, is an antioxidant packed "superfruit" with essential vitamins, that helps promote healthy hair growth while adding shine.



KEVIN'S TIP:

I've worked with women of all ages, with all hair types, and by far the most emotionally devastating 'hair' issue I've seen is hair loss/thinning. I decided to create a product that would add volume plus help to densify and strengthen the hair. Using scientifically proven eyelash plumping technology, we created BODY.MASS, the final step in our THICKENING regimen. Used alongside PLUMPING.WASH and RINSE and as part of our THICKENING regimen, our leave-in plumping treatment will create plumper, thicker-looking hair. You'll notice instant cosmetic thickening, and over time you'll see a noticeable difference in hair quality - Try it for 14 days, and the results will speak for themselves.

STAYING.ALIVE

LEAVE-IN TREATMENT

So much more than a 70's pop song...STAYING.ALIVE is our high-performance leave-in, oil-free treatment, that instantly helps repair damaged or colour-treated hair. Enriched with silk proteins to help smooth and repair damage, and packed with antioxidants, this weightless mist of goodness promotes elasticity in the hair and helps overcome dryness, while teasing its way through tangles with ease.

USE.ME

SPRAY. COMB. DRY.

Apply by spraying STAYING.ALIVE onto wet hair, wait 5-10 seconds, and comb through. For optimal results use as part of our THICKENING regimen.

BENEFITS

- Helps to seal the cuticle
- Helps fight frizz and deliver smoothness
- Adds nourishment and strength
- PH level of 3.5 to 4.5
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A natural source of Vitamin C, Hedera Helix (Ivy) Leaf Extract helps to create a protective barrier against moisture loss, and promotes shine.

Arctium Lappa (Burdock) Root Extract is known to help add shine, strength and body to the hair.

A powerful antioxidant, Cetraria Islandica Extract (Icelandic Moss) is known to help strengthen and condition the hair.

Richly conditioning, Hydrolysed Silk helps hair appear silky-smooth, and also offers 'glide' to the hair to help promote easy combing.

Used for centuries in cosmetics throughout the Mediterranean, Olea Europea (Olive) Leaf Extract is a powerhouse of antioxidant goodness, and provides essential moisture to the hair.

Citrus Grandis (Grapefruit) Seed Extract contains high levels of Vitamins C and E to provide beneficial repair to dry, damaged hair.



KEVIN'S TIP:

STAYING.ALIVE fits within our THICKENING regimen.

This handy hydrating spray, imparts a really soft, silky-smooth condition to the hair, and as it's weightless, it will never weigh the hair down. Ideal for dry or colour-treated hair as it helps seal the cuticle and protects from drier damage.

FULL.AGAIN

THICKENING LOTION

Fulfill all your fullness dreams with FULL.AGAIN - our hardworking thickening lotion that boosts body and bounce. Created with an abundance of tiny rayon particles that adhere to the hair shaft making it appear fuller, FULL.AGAIN creates naturally soft movement, leaving fine or thinning hair looking lush and beauty-FULL.

USE.ME

APPLY. BOOST. STYLE.

Apply from mid lengths through to the ends of damp hair before styling. Style as desired.

BENEFITS

- Add fullness without weighing down the hair
- Creates natural movement and body
- Helps to fortify and strengthen the hair
- Creates volume, while delivering softness and shine
- Ideal for fine and thinning hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known for its rejuvenating properties, Essence of Elemi helps treat damaged hair.

Essence of Amyris is known for its anti-ageing and anti-stress properties.

A natural wax, secreted by Honey Bees, Beeswax (*Euphorbia Cerifera* (Cera Alba) helps create definition and allows for the moulding and setting of the hair. Known to seal in moisture it also helps prevent hair breakage.

A powerful essential oil, Sandalwood Oil moisturises dry hair and helps nourish the scalp.

Rayon Particles are used to help surface hair appear thicker, and also to help finer hair act thicker than before.



KEVIN'S TIP:

Create soft, natural-looking movement, body and bounce all from one handy product. FULL.AGAIN is our hard-working hair thickener, and a key element within the THICKENING regimen. Use on damp hair before styling, and run through the hair from the mid lengths through to the ends, ensuring you really work it into the ends to help them feel thicker and stronger. We created FULL.AGAIN with tiny rayon particles, made from fabric, that are designed to adhere to the natural keratin fibres on the hair, which makes fine hair act like thick hair and all hair types appear fuller.

DOO.OVER

DRY POWDER FINISHING HAIRSPRAY

Want a 'doo' that packs volume and hold, but with a softer look and feel...DOO.OVER is everything you desire and yet so much more - it's a 'hair-doo' in a can! DOO.OVER is a dry powder finishing spray in-one, that allows for natural movement, yet holds everything in just the right place. The end result is your dream 'doo' with a soft, velvety finish, that smells so good you'll be turning heads for all the right reasons.

USE.ME

SHAKE. SPRAY. STYLE.

Shake DOO.OVER well, and spray evenly onto dry hair as a finishing spray immediately after styling. For optimal results use as a part of our THICKENING regimen.

BENEFITS

- Provides a soft velvety feel with a light hold
- Removes excess oils and product residue
- Adds hold that lasts
- Suitable for all hair types and lengths
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A known 'hydrophilic' meaning that it's moisture-loving and attracted to water, Tapioca Starch removes excess oil from the hair and scalp while leaving the hair feeling velvety-soft – it also provides the 'powder technology' for 'DOO.OVER'.

The aromatic Essences of Cedarwood and Patchouli are used to help balance the hair and scalp.



KEVIN'S TIP:

Another favourite from my personal session kit, and my secret weapon for hold. From a photo studio to real life, we all know that lasting volume can be elusive. I created DOO.OVER as part of our THICKENING regimen, to give the hair a light, airy texture through to the ends – it's like a dry shampoo powder morphed into a finishing spray so the end result is always soft, with the coveted 'lived-in' look. Try it for yourself and give your 'doo' a DOO.OVER.

SMOOTH

The KEVIN.MURPHY SMOOTH regimen softens, smoothes, and helps fight frizz to refine thick, coarse and unruly hair with a nourishing combination of Cupuaçu Seed, Cocoa and Murumuru Butters, restorative Monoi Oil plus nourishing Baobab Seed Oil and Orchid Extracts.



SMOOTH.AGAIN.WASH

SMOOTHING SHAMPOO FOR THICK, COARSE HAIR

Tame unruly tresses, and fight back against frizz with our targeted smoothing shampoo, SMOOTH.AGAIN.WASH. This smooth operator will nourish and refine thick, coarse and unruly hair, delivering all-over softness and a stronger, smoother, shinier-looking finish.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Rinse with SMOOTH.AGAIN RINSE. Can be used daily, and as part of our SMOOTH regimen.

BENEFITS

- A rich blend of beneficial oils and butters
- Helps nourish and protect the hair
- Helps hair look and feel soft and smooth
- Helps smooth and control frizz
- Ideal for thick, coarse, and unruly hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A sacred fragrance oil from the Tahitian Gardenia flower, Monoi Oil imparts shine and softness as it helps to rebuild and restore the hair.

Known for being rich in vitamins and antioxidants that are beneficial to overall hair health, Sunflower Seed Extract helps to prevent colour being stripped from the hair, while delivering nourishing moisturisation.

Rich in essential fatty acids, Murumuru Seed Butter is from the *Astrocaryum Murumuru* tree found in Brazil, and throughout the Amazon Rainforest. Known to help restore elasticity and used in anti-ageing skincare, it helps the hair retain essential moisture.

Used for centuries in cosmetics throughout the Mediterranean, Olive Fruit Oil helps to mimic the hair's own healthy oils, and protects from heat and styling damage.



KEVIN'S TIP:

Part of our SMOOTH regimen, SMOOTH.AGAIN WASH will help smooth even the wildest of frizz. Packed with beneficial oils, butters and essential oils it also has the most delicious scent thanks to the Monoi Oil – it's a tropical treat for the senses. This Allure Magazine 2016 Best of Beauty Award Winner, is a must-have to tame unruly tresses.

SMOOTH.AGAIN.RINSE

SMOOTHING CONDITIONER FOR THICK, COARSE HAIR

Smoothly does it - thanks to our targeted smoothing and refining conditioner SMOOTH.AGAIN.RINSE. Created to nourish and smooth thick, coarse hair using ion-based cationic technology, Keratin Proteins mimic the structure of hair's natural proteins to seamlessly smooth and refine where needed the most. This hardworking smoothing conditioner also provides a layer of protection to help seal torn, split ends, and reduces the appearance of frizz.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. For optimal repairing results, use after washing with SMOOTH.AGAIN.WASH, and as part of our SMOOTH regimen.

BENEFITS

- A rich blend of beneficial oils and butters
- Helps nourish and protect the hair
- Helps hair look and feel soft and smooth
- Helps smooth and control frizz
- Ideal for thick, coarse, and unruly hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A sacred fragrance oil from the Tahitian Gardenia flower, Monoi Oil imparts shine and softness as it helps to rebuild and restore the hair.

Biomimetic Keratin Protein delivers targeted damage repair leaving the hair looking and feeling restored and with added shine.

Theobroma Cacao (Cocoa) Seed Butter helps improve hair's overall flexibility while adding essential moisture and softness.

Bertholletia Excelsa Seed (Brazil Nut) Oil known to be rich in omega fatty acids, helps fight frizz, and may tame unruly curls, while helping to reduce breakage.



KEVIN'S TIP:

Used together as part of our SMOOTH regimen, SMOOTH.AGAIN.WASH, RINSE and SMOOTH.AGAIN are essential tools in the fight against frizz. Thick, coarse and frizzy hair will benefit from SMOOTH.AGAIN's nourishing ingredients.

SMOOTH.AGAIN

ANTI-FRIZZ TREATMENT

Dual purpose SMOOTH.AGAIN delivers all the benefits of a hard-working styling product, alongside the smoothing and nourishing benefits of a treatment. Our leave-in smoothing treatment helps eliminate frizz, leaving you with smoother, silkier more touchable hair.

USE.ME

APPLY. SMOOTH. STYLE.

Apply SMOOTH.AGAIN to towel-dried hair and style as desired. For optimal results, use after SMOOTH.AGAIN.WASH & SMOOTH.AGAIN.RINSE, and as part of our SMOOTH regimen.

BENEFITS

- Provides, long-lasting hydration
- Helps nourish and protect the hair
- Helps smooth and control frizz
- Ideal for thick, coarse, and unruly hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A native plant from the island of Corsica, Helichrysum Italicum (Immortelle) Extract is renowned for its anti-ageing benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.

Derived from the seeds of the Baobab tree found in Eastern and Southern Africa, Baobab Seed Oil is revered as a natural source of vitamins and antioxidants that help in the fight against ageing. The Seed Oil helps to moisturise the hair, while improving the feel of elasticity and tone.

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions and their hydrophilic properties.

Known for its ability to withstand the harshest of climates, Orchid Flower Extract is rich in nourishing proteins that help to reinforce and strengthen the hair, while imparting intense hydration, softness and elasticity.

Cupuacu Seed Butter is derived from the Brazilian Cupuaca seed, and is known to help protect, smooth and soften the hair. In addition, Cupuaca Seed Butter also helps boost hydration to dry, damaged hair while imparting shine.

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity and aids moisture retention.

Lotus Flower Extract, known for its highly soothing emollient qualities helps leave the hair feeling soft and supple.



KEVIN'S TIP:

Used as part of our SMOOTH regimen, SMOOTH.AGAIN is our hard-working, leave-in smoothing treatment, that also delivers all the benefits of a styling product – it's the ultimate two-in-one for unruly hair.

CURL

The KEVIN.MURPHY CURL regimen defines and enhances curly and wavy hair with weightless moisture and a highly beneficial blend of 6 Australian Fruit Extracts, Baobab Seed Oil, Aloe Vera and essential Amino Acids - treat the hair as you style.



KILLER.CURLS

ANTI-FRIZZ CURL DEFINING CRÈME

This is one killer anti-frizz curl definer that will put the spring back into sad, straggly curls. KILLER.CURLS, our antioxidant rich, leave-in anti-frizz defining crème, helps to activate curls while adding essential moisture to throw out the frizz. Curls look and feel natural and soft, as KILLER.CURLS delivers the ideal balance of strong hold and elasticity to the hair.

USE.ME

APPLY. SCRUNCH. CURL.

Apply KILLER.CURLS to damp or towel-dried hair, scrunch in to activate the curls and you are ready to bounce. For optimal benefits use as part of our CURL regimen.

BENEFITS

- Antioxidant-rich anti-frizz, curl defining crème
- Helps hydrate and strengthen the hair
- Creates a natural feel and motion to the hair
- Delivers weightless, long-lasting smoothness
- Offers heat protection up to 420°F / 216°C
- Reduces friction for easier combing
- Ideal for medium to coarse, curly or wavy hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions and their hydrophilic properties.

Citrus Aurantium Bergamia (Bergamot) Fruit Oil is renowned for its refreshing aroma and assists in balancing the hair and scalp.

Yerba Mate Leaf Extract is known to moisturise and replenish the hair and scalp.

Rich in Vitamin C and Amino Acids, Watermelon Extract adds hydration and helps to strengthen and repair the hair.

Aloe Barbadensis (Aloe Vera) Leaf Juice - packed with essential vitamins and minerals, this natural conditioning agent helps to restore sheen, and moisturise the hair and scalp.

Adansonia Digitata (Baobab) Seed Oil, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.



KEVIN'S TIP:

We set out to create a new-wave of curl defining product, and the result was KILLER.CURLS, a killer addition to our CURL regimen. Designed to embrace and enhance a woman's natural hair texture, it defines curls while helping to strengthen and smooth the hair. The end result is exactly as the name implies...KILLER CURLS.

MOTION.LOTION

CURL ENHANCING LOTION

Enhance curls, and get frizz under control with MOTION.LOTION. Our weightless, highly-absorbent treatment lotion is super-charged with beneficial ingredients to deliver flexible hold, and natural-looking shine.

USE.ME

APPLY. SCRUNCH. TWIRL.

Apply MOTION.LOTION to damp hair to define curls in long or fine hair. Scrunch into the ends and mid lengths, and twirl to absorb the benefits.

BENEFITS

- Curl enhancer and finishing lotion in-one
- Flexible weightless hold
- Boosts hair's natural shine
- Ideal for defining curls in long or fine hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Sesamum Indicum (Sesame) Seed Oil delivers essential nourishment to the hair and scalp.

Citrus Aurantium Bergamia (Bergamot) Fruit Oil is renowned for its refreshing aroma and assists in balancing the hair and scalp.

Pelargonium Graveolens (Geranium) Flower Oil provides shine and manageability. Known for its anti-ageing benefits Pogostemon Cablin (Patchouli) Oil helps balance the hair and scalp while adding flexibility.



KEVIN'S TIP:

If you want to create loose, soft waves then MOTION.LOTION, from our CURL regimen, is for you. Run through the hair, and over the hair - then twist, twist and twist again...keep twisting until you feel the product absorbing into your hands, then comb through for big, beautiful, bouncy waves.

EASY.RIDER

DEFINING ANTI FRIZZ CRÈME

Take it easy, and treat your hair as you style with EASY.RIDER, our defining anti frizz crème designed to de-frizz and activate curl. Full of antioxidants and minerals, it provides the nourishment of a treatment as it delivers smoother, sleeker styles with flexible hold.

USE.ME

APPLY. TREAT. STYLE.
Apply EASY.RIDER to damp or dry hair.

BENEFITS

- Controls frizz and activates curl
- Provides flexible hold
- Helps thicken fine hair, and soften thick hair
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity, and aids in moisture retention.

Pelargonium Graveolens (Geranium) Flower Oil provides shine and manageability.



KEVIN'S TIP:

An essential part of our CURL regimen, EASY.RIDER helps you create a truly modern look with soft, separated curls, and is also great for getting a lot of volume into the hair while leaving it looking really soft and lush.

KILLER.WAVES

CURL ENHANCER FOR FINE HAIR

A weightless curl enhancer for fine wavy or curly hair that leaves hair feeling thicker. Infused with Baobab Seed Extract to increase shine and elasticity, this spray helps to define and separate waves while reducing frizz. Use as part of a tailored daily product routine for wavy or curly hair.

USE.ME

Spray onto damp, towel dried hair prior to styling. For use as a foundation product or layered with other products as desired.

BENEFITS

- Enhances and perfects wavy or curly hair
- Reduces frizz
- Treats while styling
- Does not weigh hair down
- Ideal for fine and damaged wavy or curly hair

BENEFICIAL INGREDIENTS

Baobab Seed Extract provides moisturising and treatment benefits to the hair for improved elasticity.

Biotinoyl Tripeptide -1 strengthens hair while creating a protective shield.

Full of antioxidant Vitamins A, C and E, and known for its beneficial anti-ageing benefits, Australia's Wild Rosella Flower helps fight oxidation, and aids in hair repair - both inside and out.

Rich in antioxidants, Amino Acids and Vitamins, Yerba Mate helps create the appearance of thickness and adds shine.



KEVIN'S TIP:

All of my clients with fine wavy or curly hair said to me they needed a weightless and invisible curl enhancer as a large majority of the products were too heavy or too evident in the hair. With this in mind, I created KILLER.WAVES: a weightless volume and curl enhancing spray. Just as curly and wavy hair is personal, so is the combination of products needed to keep it just so. KILLER.WAVES gives flexibility and the ability to tailor-make daily product routines for your clients.

BLONDE

Add sensational shine as you refresh and repair brassy and yellowed blonde and grey tones with the KEVIN.MURPHY BLONDE regimen, with its restorative blend of Optical Brighteners, Lavender and Jojoba Seed Oil



BLONDE.ANGEL.WASH

COLOUR ENHANCING SHAMPOO FOR BLONDE HAIR

Make every moment a bombshell moment, and banish brassy tones with BLONDE.ANGEL.WASH. Our Lavender-infused, colour-enhancing shampoo takes on all tones - from creamy to platinum, and with the help of added optical brighteners rescues dull colour - taking it from drab back to fab.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Rinse with BLONDE.ANGEL.RINSE. Can be used daily, and as part of our BLONDE regimen.

BENEFITS

- Colour enhancing shampoo for blonde and grey hair
- Richly formulated to help counteract brassy tones
- Helps restore shine and brightness
- Helps maintain 'cooler' tones
- Helps prevent colour-stripping
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Rich in essential fatty acids, Murumuru Seed Butter is from the *Astrocaryum Murumuru* tree found in Brazil and throughout the Amazon Rainforest. Known to help restore elasticity and used in anti-ageing skincare, it helps the hair retain essential moisture.

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally-good-for-you butter helps rehydrate the hair and scalp without clogging the cuticles.

Renowned for its restorative properties, *Mangifera Indica* (Mango) Seed Butter helps restore and maintain the natural moisture balance of the hair while soothing and nourishing the hair and scalp.

Jojoba Seed Oil provides hydration while soothing both the hair and scalp.

Known for being rich in vitamins and antioxidants that are beneficial to overall hair health, Sunflower Seed Extract helps to prevent colour being stripped from the hair while delivering nourishing moisturisation.



KEVIN'S TIP:

The key to maintaining bright, beautiful blonde shades is giving them the TLC they deserve. Our BLONDE regimen has been especially created to nourish the hair, and to help take the brassiness out of blonde and grey tones.

BLONDE.ANGEL

COLOUR ENHANCING TREATMENT FOR BLONDE HAIR

Set just the right tone, and work to restore optimum condition and lustre to brassy, blah blah, blonde tones. BLONDE.ANGEL conditions and moisturises bleached, highlighted and grey hair, putting the bounce back into your blonde, while repairing any brassy or yellow tones.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. For optimal repairing results, use after washing with BLONDE.ANGEL.WASH, and as part of our BLONDE regimen.

BENEFITS

- Colour enhancing for blonde and grey hair
- Richly formulated to help counteract brassy tones
- Helps restore shine and brightness
- Helps maintain 'cooler' tones
- Helps prevent colour-stripping
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known for being rich in vitamins and antioxidants that are beneficial to overall hair health, Sunflower Seed Extract helps to prevent colour being stripped from the hair while delivering nourishing moisturisation.

A natural antioxidant known to hydrate, restore and repair, Olive Oil Extract promotes shine and elasticity, plus it's also rich in Biotin, Niacin, Vitamins A and E.

Widely cultivated throughout the Mediterranean, Lavendula Angustifolia (Lavender) Extract is one of nature's gentlest scents, known for its calming and soothing properties.

Jojoba Seed Oil provides hydration while soothing both the hair and scalp.

Bertholletia Excelsa Seed (Brazil Nut) Oil known to be rich in omega fatty acids, this nourishing oil helps fight frizz, tames and protects the hair, while helping to reduce breakage.

Linseed Oil is known to promote healthy shine, and contains essential fatty acids that are vital to maintaining healthy hair.



KEVIN'S TIP:

The key to maintaining bright, beautiful blonde shades is giving them the TLC they deserve. Our BLONDE regimen has been especially created to nourish the hair, and to help take the brassiness out of blonde and grey tones.

SHIMMER.ME BLONDE

REPAIRING SHINE TREATMENT FOR BLONDES

Don't let blonde hair become dull and lackluster – treat it to a refreshing burst of SHIMMER.ME BLONDE. Our repairing shine treatment, with colour enhancers and optical brighteners, adds brilliant shimmer and radiant shine to highlighted, blonde or grey shades. Specially selected ingredients from the Australian Rainforest, chosen for their ability to flourish in harsh climates, add elasticity and moisture, while light reflective technology from high-end skincare weightlessly delivers magnificent shine.

USE.ME

TWIRL. SPRAY. SHINE.

Spray onto damp, towel-dried hair or directly onto dry hair. Do not rinse; leave to dry naturally or style as desired.

BENEFITS

- Infused with a nourishing blend of Australian Fruit Extracts
- Adds instant, radiant shine and a sublime scent
- Helps counteract yellow and golden tones
- Nourishing and moisturising
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions, and their hydrophilic properties. Together they deliver, shine, strength and lustre.

Babassu Oil (*Orbignya Oleifera*) is rich in Vitamin E and essential fatty acids (EFAs) that nourish and moisturise the hair while boosting shine.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment, and a key ingredient to help protect the integrity of hair health.



KEVIN'S TIP:

As a session stylist, I am always under harsh lights – either on set, or on location in extreme conditions, yet I always need to create a finished look that captures the light and boasts magnificent shine. The answer for me was to create my own, a product that would enhance blonde tones, add lightweight healthy shine to the hair, and provide women with the tools to do the same at home. Shine-on with SHIMMER.ME BLONDE, an essential part of our BLONDE regimen.

REJUVENATE

The KEVIN.MURPHY REJUVENATE regimen helps put body and bounce back into ageing, damaged hair with a blend of Baobab, Immortelle, Lotus Flower and Orchid Extracts alongside a nourishing complex of Essential Oils and Amino Acids.



YOUNG.AGAIN.WASH

IMMORTELE AND BAOBAB INFUSED RESTORATIVE SOFTENING SHAMPOO

Put youthful body and bounce back into brittle, damaged hair with a nourishing boost of YOUNG.AGAIN.WASH. An essential part of our REJUVENATE regimen, our restorative shampoo delivers a nourishing complex of Amino Acids alongside ingredients selected specifically for their known rejuvenating benefits. The end result will be renewed, youthful-looking lustre, and hair that looks and feels young again.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Rinse with YOUNG.AGAIN RINSE. Can be used daily, and as part of our REJUVENATE regimen.

BENEFITS

- Antioxidant-rich blend helps restore and replenish
- Known rejuvenating ingredients help restore a more youthful look
- Provides shine and lustre to the hair
- Ideal for dry, damaged and brittle hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Lotus Flower Extract, known for its highly soothing emollient qualities helps leave the hair feeling soft and supple.

A carefully selected blend of 6 highly beneficial Australian Fruit Extracts (Desert Lime, Australian Round Lime, Illawara Plum, Australian Finger Lime, Burdekin Plum and Kakadu Plum) were chosen for their resilience to harsh climate conditions, and their hydrophilic properties. Together they deliver, shine, strength and lustre.

Adansonia Digitata (Baobab) Seed Oil, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

Helichrysum Italicum (Immortelle) Extract is renowned for its rejuvenating benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.

Known for its ability to withstand the harshest of climates, Orchid Flower Extract is rich in nourishing proteins that help to reinforce and strengthen the hair, while imparting intense hydration, softness and elasticity.



KEVIN'S TIP:

Used together as part of our REJUVENATE regimen, YOUNG.AGAIN.WASH, RINSE, OIL, MASQUE, and DRY CONDITIONER are your must-have helpers in the fight damaged hair. Hormonal changes, lifestyle changes – there are so many changes that can have an adverse effect on the hair's condition! Our REJUVENATE regimen will nurture the hair while combating current damage and will also help in the prevention of future damage.

YOUNG.AGAIN.RINSE

IMMORTELLE AND BAOBAB INFUSED RESTORATIVE SOFTENING CONDITIONER

Treat your hair to the feeling of youth with our nourishing YOUNG.AGAIN RINSE. This luxurious conditioner helps restore youthful lustre to dry, brittle or damaged hair, and delivers a unique complex of Amino Acids, essential oils and known rejuvenating ingredients to smooth frizz and impart shine – leaving the hair looking and feeling young again.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and allow the hair to absorb the benefits for 1-2 minutes, follow with a refreshing rinse. Can be used daily, and as part of our REJUVENATE regimen. For optimal rejuvenating results, use after washing with YOUNG.AGAIN.WASH and finish with YOUNG.AGAIN treatment.

BENEFITS

- Antioxidant-rich blend helps restore and replenish
- Delivers moisture and helps soften the hair
- Known rejuvenating ingredients help restore a more youthful look
- Provides shine and lustre to the hair
- Ideal for dry, damaged and brittle hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known for its ability to withstand the harshest of climates, Orchid Flower Extract is rich in nourishing proteins that help to reinforce and strengthen the hair, while imparting intense hydration, softness and elasticity.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health.

Adansonia Digitata (Baobab) Seed Oil, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

Helichrysum Italicum (Immortelle) Extract is renowned for its anti-ageing benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.

A native of Australia's Northern Territory, Kakadu Plum Extract has the highest known concentration of natural Vitamin C of any known plant. Restoring lustre and elasticity, it works to smooth the hair's surface while locking in essential moisture.

Lotus Flower Extract, known for its highly soothing emollient qualities helps leave the hair feeling soft and supple.



KEVIN'S TIP:

Used together as part of our REJUVENATE regimen, YOUNG.AGAIN.WASH, RINSE, OIL, MASQUE, and DRY CONDITIONER are your must-have helpers in the fight against damaged hair. Hormonal changes, lifestyle changes – there are so many changes that can have an adverse effect on the hair's condition! Our REJUVENATE regimen will nurture the hair while combating current damage and will also help in the prevention of future damage.

YOUNG.AGAIN.MASQUE

IMMORTELLE AND BAOBAB INFUSED RESTORATIVE SOFTENING MASQUE

A nurturing and restorative at-home treatment MASQUE from our REJUVENATE regimen. YOUNG.AGAIN.MASQUE delivers deep conditioning to the hair and scalp, leaving hair full of youthful body and bounce. Its restorative blend of Amino Acids, essential oils and rich-moisturisers' help to restore and renew lustre and shine to dry, damaged, and brittle hair.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and massage into hair and scalp for 5 to 10 minutes to fully absorb the benefits, follow with a refreshing rinse. For optimal repairing results, use after washing with YOUNG.AGAIN.WASH, and as part of our REJUVENATE regimen. To lock in results, follow treatment with YOUNG.AGAIN.RINSE.

BENEFITS

- Antioxidant-rich blend helps to restore and replenish the hair
- Deep conditioning treatment imparts moisture, and helps soften the hair
- Known rejuvenating ingredients help restore a more youthful look
- Provides shine and lustre to the hair
- Ideal for dry, damaged and brittle hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Lotus Flower Extract, known for its highly soothing emollient qualities helps leave the hair feeling soft and supple.

Known for its ability to withstand the harshest of climates, Orchid Flower Extract is rich in nourishing proteins that help to reinforce and strengthen the hair, while imparting intense hydration, softness and elasticity.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health.

Adansonia Digitata (Baobab) Seed Oil, a 'Superfood' from Africa packed with nutritional goodness helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

Containing all 8 essential Amino Acids, Hydrolysed Quinoa Protein binds to the hair shaft delivering essential moisture and deep repair. Helps provide a protective barrier and boosts shine.

A native plant from the island of Corsica, Helichrysum Italicum (Immortelle) Extract is renowned for its rejuvenating benefits. Alongside its beneficial soothing properties, it also helps to strengthen and repair the hair.



KEVIN'S TIP:

Used together as part of our REJUVENATE regimen, YOUNG.AGAIN.WASH, RINSE, OIL, MASQUE, and DRY CONDITIONER are your must-have helpers in the fight damaged hair. Hormonal changes, lifestyle changes – there are so many changes that can have an adverse effect on the hair's condition! Our REJUVENATE regimen will nurture the hair while combating current damage and will also help in the prevention of future damage.

YOUNG.AGAIN

IMMORTELE INFUSED TREATMENT OIL

The ultimate daily indulgence for damaged and ageing hair - YOUNG.AGAIN is a weightless leave-in treatment oil from our REJUVENATE regimen. Infused with Immortelle to help counteract oxidation and therefore the ageing process, our intensely nurturing treatment oil delivers deep conditioning benefits that leave hair feeling soft and smooth with an overall boost to shine. Use daily to fight the fight against dry, damaged, brittle hair and to provide protection against environmental stressors, and heat damage.

USE.ME

APPLY. INFUSE. DRY.

Apply YOUNG.AGAIN to freshly washed hair and before any styling products. Once dried, you can apply a small amount of YOUNG.AGAIN to dry hair to increase the smoothness of the hair and remove any flyaway strands. Use as part of our REJUVENATE regimen with YOUNG.AGAIN.WASH, RINSE and MASQUE.

BENEFITS

- Weightless, nutrient-rich oil
- Antioxidant-rich blend helps to restore and replenish the hair
- Helps promote elasticity and increase shine
- Adds moisture to dry, damaged hair
- Deeply nourishing and conditioning
- Ideal for dry, damaged and brittle hair
- Sulphate, paraben and cruelty-free
- Offers heat protection up to 200°F / 93°C

BENEFICIAL INGREDIENTS

Rich in Oleic Acid, Safflower Seed Oil has a known lubricant effect on the hair and imparts softness and shine.

Antioxidant rich, Citrus Limonium (Lemon Oil) is known to help refresh and restore with its uplifting fragrance. The natural fruit acids in the oil also enhance shine and lustre in the hair.

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity and aids moisture retention.



KEVIN'S TIP:

Used together as part of our REJUVENATE regimen, YOUNG.AGAIN.WASH, RINSE, OIL, MASQUE, and DRY CONDITIONER are your must-have helpers in the fight damaged hair. Hormonal changes, lifestyle changes – there are so many changes that can have an adverse effect on the hair's condition! Our REJUVENATE regimen will nurture the hair while combating current damage and will also help in the prevention of future damage.

YOUNG.AGAIN DRY CONDITIONER

A REJUVENATING AND HYDRATING CONDITIONING SPRAY

A dry conditioning spray that revives dull hair by enhancing moisture between washes. Newest to our REJUVENATE regimen, this silky spray adds weightless moisture and increases manageability making it perfect for all hair types. Our signature rejuvenating ingredients Immortelle and Babassu Oil are added for their moisturising and hair softening benefits. Immortelle also helps fight off oxidation and holds great rejuvenating abilities. Panthenol (B5) was also added to give humidity resisting protection and softness and Sunflower Seed Extract as a great antioxidant to help prevent drying of natural or colour-treated hair. The beauty of this product is that it goes on easy and dries quickly for added manageability, softness, and a velvety finish.

USE.ME

SPRAY.SPRAY.SPRAY

Shake well and spray onto dry hair from mid-lengths to ends.
Comb through and finish as desired.

BENEFITS

- Weightless, nutrient-rich oil
- Adds moisture to dry, damaged hair
- Deeply nourishing and conditioning
- Ideal for dry, damaged and brittle hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Sunflower Seed Extract contains antioxidant properties to help prevent drying from sun exposure.

Babassu Oil is an enriching moisturiser that's packed with fatty acids and vitamins. Hair is protected and moisturised.

Panthenol (Vitamin B5) is a humectant that deposits on the cuticle enhancing manageability and softness while repelling humidity.

Immortelle moisturises and helps to soften the hair.



KEVIN'S TIP:

Used together as part of our REJUVENATE regimen, YOUNG.AGAIN.WASH, RINSE, OIL, MASQUE, and DRY CONDITIONER are your must-have helpers in the fight damaged hair. Hormonal changes, lifestyle changes – there are so many changes that can have an adverse effect on the hair's condition! Our REJUVENATE regimen will nurture the hair while combating current damage and will also help in the prevention of future damage.

TEXTURE

The KEVIN.MURPHY TEXTURE regimen, infused with Honey and Citrus Oils, delivers body and texture for endless textured, messy 'lived-in' beach looks.



FRESH.HAIR

DRY CLEANING SPRAY

Give fine, limp hair a boost while soaking up any excess dirt and oils along with all your sins from the night before. FRESH.HAIR, our hardworking dry shampoo, instantly freshens and deodorises to transform hair back to fresh, bouncy locks – it's the ideal way to boost hair having a midday meltdown.

Lessening our environmental footprint, and creating products that are kind to the planet is at the heart of everything we do at KEVIN.MURPHY. For every can of FRESH.HAIR sold, a financial contribution will be made to help reduce global carbon emissions.

USE.ME

SHAKE. SHAKE. SPRAY.
Shake well, and spray lightly over dry hair, rub into the hair or brush through.

BENEFITS

- Instantly refreshes and removes odours
- Freshens up lifeless hair
- Removes excess product from the hair
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against stressors, its delightful scent helps stimulate the senses too. This hardworking essential oil also helps to create intense shine.



KEVIN'S TIP:

An essential part of our TEXTURE regimen, this is the one product in your toolbox that guarantees cool-girl locks without the hassle! Who needs water or a blow-out when you've got FRESH.HAIR – dry shampoo has become one of the most popular products around, and our refreshing formulation will never let you down.

HAIR.RESORT

BEACH TEXTURISER

Get the iconic look that Kevin Murphy is renowned for... sexy, surfer texture that defines messy beach hair. An oil-free texturiser and finishing product in-one, HAIR.RESORT allows you to squish, scrunch, and mess-up your 'doo' until you achieve just the right texture and look.

USE.ME

APPLY. SQUISH. SCRUNCH.

Apply HAIR.RESORT to damp or dry hair, scrunch in and you're good to go.

BENEFITS

- Recreate Kevin's iconic, sexy beach hair look
- Helps enhance curl and define texture
- Provides long-lasting, super-strong hold
- Works in seconds
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Citrus Grandis (Grapefruit) Extract contains high levels of Vitamins C and E providing beneficial repair to dry, damaged hair.

Ascorbic Acid (Vitamin C) and Tocopheryl Acetate (Vitamin E) are packed with antioxidant benefits to help combat free radicals that are known to age the hair.

Glycerin is a replenishing and restoring humectant that helps maintain moisture levels in the hair.



KEVIN'S TIP:

HAIR.RESORT is always a go-to styler for me on set. It's part of our TEXTURE regimen, really great for hair that's hard to style, and allows you to create full-on volume and texture - although it's not for the style-shy. To achieve a strong, messy, beach-hair look, apply to damp, almost dry hair and work through the roots, mid lengths and ends - then blast dry, scrunching into the hair as you go.

Finish by scrunching a little more HAIR.RESORT into the hair for long-lasting hold.

HAIR.RESORT.SPRAY

BEACH LOOK HAIRSPRAY

Surf's up... so treat your hair to a day at the beach with HAIR.RESORT.SPRAY, our super-cool hair spray that will help you recreate the iconic sexy, beach hair Kevin Murphy is renowned for. Refreshing bursts of citrus oils help you rock the sexy surfer look, and its unisex scent works for both the girls and the guys.

USE.ME

SHAKE. SPRAY. DRY.
Spray onto dried hair, and you're good to go.

BENEFITS

- Won't weigh down the hair
- Non-aerosol beach-hair spray
- Delivers soft, natural-looking hold
- Ideal for fine and longer hair lengths
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Wheat Amino Acids supply a nourishing blend of moisturising ingredients that help to boost softness and shine.

Richly conditioning, Hydrolysed Silk helps hair appear silky-smooth and also offers 'glide' to the hair to help promote easy combing.

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against stressors, its delightful scent helps stimulate the senses too. This hardworking essential oil also helps to create intense shine.



KEVIN'S TIP:

Recreating my sexy beach-hair editorial look has never been easier thanks to HAIR.RESORT.SPRAY, it's sexy, summer, salty, surfer-spray in a bottle, and an essential part of our TEXTURE regimen.

STYLE / CONTROL

Mould, hold, create and control with high performance formulas enriched with naturally derived Ivy, Green Tea and Bamboo Extracts from the KEVIN.MURPHY STYLE / CONTROL regimen.



NIGHT.RIDER

MATTE TEXTURE PASTE. FIRM HOLD.

Buckle-up for a tough ride with NIGHT.RIDER, the strongest of our hardworking moulding pastes. Designed to deliver rough, matte texture to enhance short or choppy looks, our state-of-the-art paste helps seal in moisture to prevent hair breakage, and helps hair appear healthier and full of shine.

USE.ME

RUB. APPLY. DRY.

Rub a small amount of NIGHT.RIDER between your palms and distribute evenly through damp or dry hair.

BENEFITS

- Strong hold
- Delivers a rough, matte texture
- Helps seal in moisture
- Boosts shine
- Ideal for all hair desiring texture and separation
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A natural wax, secreted by Honey Bees, Beeswax (Cera Alba) helps create definition and allows for the moulding and setting of the hair. Known to seal in moisture it also helps prevent hair breakage.

Citrus Nobilis (Mandarin Orange) Peel Oil helps to lock down the cuticle to create more natural looking shine.

Citrus Grandis (Grapefruit) Peel Oil contains high levels of Vitamins C and E to provide beneficial repair for oily skin and hair.



KEVIN'S TIP:

You need to be quick with NIGHT.RIDER as it starts setting upon contact, giving you about 90-seconds to work it in. To help you make the most of NIGHT.RIDER, and all other moulding pastes from our STYLE/CONTROL regimen, we created easy-access packaging that makes it fast, efficient and easy to get the product from the pot onto the hair – with enough time to create amazing styles.

ROUGH.RIDER

MOLDABLE STYLING CLAY

Rough up, and get down and gritty to create a seriously strong hold with ROUGH.RIDER. Its oily, gritty-like texture helps you define a slick, matte look that lasts. Infused with antioxidants and essential extracts it packs a goodness punch as strong as it holds. ROUGH.RIDER also strengthens and helps seal rough ends.

USE.ME

RUB. APPLY. DRY.

Rub a small amount of ROUGH.RIDER between your palms and distribute evenly through damp or dry hair.

BENEFITS

- Strong hold
- Delivers a slick, matte defined look
- Helps strengthen the hair as it holds
- Helps to seal rough ends
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known to provide nourishment and strength to the hair, Soya Bean Extract also helps to maintain hair's natural moisture levels.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment, and a key ingredient to help protect the integrity of hair health.

Made up of 89% Silica, Diatomaceous Earth is used to support stronger, healthier-looking hair.

Used in fragrance and cosmetics for centuries, Patchouli Oil helps to balance the hair and the scalp.



KEVIN'S TIP:

ROUGH.RIDER is a key product within our STYLE/CONTROL regimen, and is ideal for roughing and dirtying-up, soft clean hair. I love using it on a variety of hair lengths, and if you need to soften it down and re-mould at any stage, simply add some heat. You'll see choppy shapes come to life in your hands with a little ROUGH handling.

SUPER.GOO

RUBBERY SCULPTING GEL

Is it a paste? Is it a gel? No... it's SUPER.GOO. Packed with super-hero qualities to create a firm-holding, rubbery-gel that dries to a slick natural finish. Super-defined texture and style are created from our no-flake, water-soluble setting and moulding gel, that not only enhances volume and hold, but doubles up as a great curl enhancer.

USE.ME

APPLY. STYLE. HOLD.
Apply SUPER.GOO to damp or dry hair.

BENEFITS

- Firm holding, yet flexible rubbery gel
- Provides a slick, natural finish
- Defines texture and movement in the hair
- Water soluble
- Ideal for controlling all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity, and aids in moisture retention.

Packed with an abundance of antioxidant and vitamin goodness, Bamboo Extract is also a rich source of mineral nourishment and a key ingredient to help protect the integrity of hair health.



KEVIN'S TIP:

Creating SUPER.GOO was all about creating something that provided me with thick, modern, chunky texture – I wanted more than a gel, something with a more modern feel that left the texture rough, yet gave a really strong hold. I also didn't want crispy, crunch – I wanted moveable, modern chunky texture, which is the result you get from SUPER.GOO, an essential part of our STYLE/CONTROL regimen

FREE.HOLD

MEDIUM HOLD STYLING PASTE

Feel FREE to create as much HOLD as you like with FREE.HOLD our medium-hold styling paste. FREE.HOLD imparts natural shine and delivers flexible hold with a boost of antioxidant and essential oil goodness, it also helps leave the hair feeling nourished and conditioned.

USE.ME

APPLY. TREAT. STYLE.
Apply FREE.HOLD to damp or dry hair.

BENEFITS

- Provides flexible, medium hold
- Adds natural-looking shine
- Creates a thickening effect within the hair
- Lubricates the hair and scalp
- Delivers a glossy finish
- Ideal for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

A known lubricant for the hair and scalp, Lanolin Wax imparts a soft, all-over smoothness to the hair.

Carnuba Wax is known to help create the appearance of thickness, and also provides a glossy finish to the hair.

Rich in antioxidants, Amino Acids and vitamins, Yerba Mate helps create the appearance of thickness and adds shine.



KEVIN'S TIP:

FREE.HOLD is hardworking part of our STYLE/CONTROL regimen thanks to its unique texture, and holding qualities. We added Caranuba Wax not only because it adds thickness, but because it also has a high melting point, which will give your style longevity and form - even in the hot sun! Apply a little onto long, choppy shapes to create texture and lasting separation.

SESSION.SPRAY

STRONG HOLD FINISHING SPRAY

The session stylist's ultimate weapon when it comes to holding everything in its rightful place. Spray SESSION.SPRAY over any finished look for firm, weightless, long-lasting hold. Provides intense hold and memory plus excellent humidity resistance, and brushes out easily and effectively without a trace of flakiness.

USE.ME

SPRAY. SPRAY. SPRAY.

Spray a fine mist 6 inches / 16 cm from the hair, allow seconds to dry, and shape/style as desired. Spray a final time to set in place.

BENEFITS

- Weightless, firm hold
- Humidity resistant
- Designed with great holding memory
- Enriched with natural fragrance oils
- Helps you create endless styles that last
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Known to seal in moisture to help prevent hair breakage and add healthy-looking shine, Hedera Helix (Ivy) Extract also helps treat and prevent dryness caused by overexposure to heat.

Full of antioxidant goodness and bursting with vitamins, Citrus Reticulata (Tangerine) Peel Oil not only helps protect against stressors, its delightful scent helps stimulate the senses too. This hardworking essential oil also helps to create intense shine.



KEVIN'S TIP:

After all the hard work you put into creating a great 'doo', you want to make sure it stays put. SESSION.SPRAY will finish your style, and hold it in place until you are ready to brush it out – it will then brush away with ease, and won't leave anything flaky behind. Part of our STYLE/CONTROL regimen, SESSION.SPRAY contains special moulding resins that help the hair retain its shape, and hold it in place – they also make the hair less susceptible to environmental humidity.

BEDROOM.HAIR

FLEXIBLE TEXTURISING HAIRSPRAY

Let's face it, who doesn't want tousled, sexy bedroom hair? And sure, we'd all like to say, 'I woke up looking like this' but the reality is usually a very different story. BEDROOM.HAIR puts touchable texture, separation and movement into the hair, while still allowing you (or someone special) to run your fingers through from roots to tips – the epitome of sexy, bedroom hair with just the right amount of texture. Our flexible, texturising finishing spray delivers perfectly imperfect locks every time.

USE.ME

SPRAY. SPRAY. SPRAY.

Apply to dry hair as a finishing spray for all-over body and bounce. Your new best friend from our STYLE/CONTROL regimen.

BENEFITS

- Lightweight finishing spray delivers flexible hold and touchable texture
- Contains a trio of hero ingredients for added texture and protection
- Helps enhance elasticity and suppleness for increased touchability
- Helps protect against environmental stressors
- Helps condition and strengthen the hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Used by Ayurvedic practitioners for centuries, Ginger Root Extract is known to help strengthen and condition the hair, while helping to combat dry and brittle hair.

Vegetable Glycerin helps to protect the hair from moisture loss.



KEVIN'S TIP:

The latest addition to our STYLE/CONTROL regimen, BEDROOM.HAIR helps you create the ultimate, in sexy, refined hair – not like you are lounging around in your PJs – it delivers that sexy, textured, groomed but yet perfectly messy look that screams I didn't try too hard – although you probably did! This is the one product that will have you claiming 'I just woke up looking this good' on a daily basis – your ideal companion for hold, shine and flexibility.

SESSION.SPRAY FLEX

A LIGHT, FLEXIBLE FINISHING HAIRSPRAY

Get a flexible, workable hold without the crunch. A lightweight formula that's never flaky. For every can of SESSION.SPRAY FLEX sold, a financial contribution will be made to help reduce global carbon emissions.

USE.ME

SPRAY. STYLE. FLEX.
Shake well and spray evenly on dry hair to create a flexible finish.

BENEFITS

- Flake Free
- Humidity resistance
- Flexible
- Lightweight
- Fast-Drying
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Memory Copolymers are used to selectively bind to regions of the hair to create a flexible and long lasting hold.

Also included is a blend of top performing extracts, known as an Elasticity Blend, that together help strengthen elasticity, smoothness and moisture of the hair. They include Olive Leaf Extract, Grape Seed Extract, and Green Tea extract.



KEVIN'S TIP:

Flexible, weightless and never flaky, this hardworking hair spray is the perfect finish for those seeking a lighter, lived-in hold. Offering the same anti-humectant and anti-static properties of our beloved SESSION.SPRAY, this flash-drying formula is a quick fix for setting your style while being nearly undetectable in the hair. The final step for instantly flexible hold and long lasting style.

TOUCHABLE

SPRAY WAX FINISHING HAIRSPRAY

A weightless finishing spray wax that maintains texture and hold to reinforce the appearance of separation. Delivers the finish of a wax with the lightness of a spray, never sticky to the touch. Hibiscus Flower Extract, Milk Thistle, Sea Lavender and Carrot Seed Oil make up a powerful Antioxidant Blend providing the hair with protection and conditioning benefits, complete with a satin sheen.

USE.ME

STYLE. SPRAY. TOUCH.
Shake well and spray onto dry hair. Style as desired.

BENEFITS

- Flexible hold
- Pliable with a satin sheen
- Weightless
- Sulphate Free
- Paraben Free
- Cruelty Free

BENEFICIAL INGREDIENTS

Carrot Seed Oil is a beneficial emollient and antioxidant.

Our Antioxidant Blend featuring Hibiscus Flower Extract, Milk Thistle, and Sea Lavender were carefully selected to provide a blend of antioxidants to aid in creating a protective and conditioning function and also a healthy dose of shine.



KEVIN'S TIP:

A lightweight finishing spray that maintains texture and hold, to reinforce the appearance of separation. Ideal for a perfectly messy look without the stickiness of traditional wax sprays; with Hibiscus Flower Extract, Milk Thistle, Sea Lavender and Carrot Seed Oil for conditioning, protection and a satin sheen. Perfect for all hair types, colours and textures.

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.



MAXI.WASH

DETOX SHAMPOO

Designed to deliver a much-needed detox, MAXI.WASH removes the build-up of unwanted products and chemicals from the hair. Our gentle detoxifying shampoo helps to purify for a clean, clear and refreshed scalp, and our soothing blend of essential oils brightens the hair while purifying and balancing the scalp. Its deep cleansing action provides a thorough cleanse without stripping the hair of essential oils.

USE.ME

WASH. RINSE. DETOX.

Apply to wet hair and massage gently through the hair and scalp (do not scrub) leave for 1 minute and rinse.

BENEFITS

- Gently yet effectively removes unwanted product and mineral build-up
- Detoxifies and stimulates sluggish scalps
- Prepares the hair to receive essential nutrients
- An ideal pre-colour treatment shampoo
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Hamamelis Virginiana (Witch Hazel) Bark/Leaf/Twig Extract is a known natural antiseptic that helps detoxify the hair and scalp. It also tightens the cuticle, adds radiance and restores balance so that hair looks and feels soothed and softened.

Melaleuca Alternifolia (Tea Tree) Oil is one of Australia's most widely used essential oils.

Organic Antioxidant-rich Thymus Vulgaris (Thyme) Extract helps to improve colour retention. Long used in alternative medicine, Thymus Vugaris is known to have highly beneficial antioxidant benefits.

Organic Rosmarinus Officinalis (Rosemary) Leaf Extract helps to protect the hair and preserve hair colour with its abundant antioxidant properties.

Organic Citrus Grandis (Grapefruit) Extract contains high levels of Vitamins C and E.



KEVIN'S TIP:

Using AHAs from fruit extracts, MAXI.WASH is powerful enough to slough away debris and purify the hair, while removing build-up on the scalp. Think of MAXI.WASH as the ideal 'pre-wash' shampoo to prepare the hair to receive even greater benefits from our regimens.

BALANCING.WASH

STRENGTHENING DAILY SHAMPOO

When you want an everyday shampoo, it's all about finding the right balance. .our BALANCING.WASH does exactly that by gently, yet effectively cleansing the hair and scalp. Its antioxidant-rich blend helps strengthen the hair while protecting against colour-fade, making it the perfect daily shampoo.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage gently through the hair and scalp. Rinse. Can be used daily.

BENEFITS

- Gentle, yet highly-effective, daily balancing shampoo
- Fresh, invigorating formula
- Provides added lustre and shine
- Suitable for all hair types from normal to oily
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Wheat Amino Acids are known to work deeply and supply a nourishing blend of moisturising ingredients that help to boost softness and shine, while building body and fullness.

Salvia Officinalis (Sage) Leaf Extract with its abundant vitamins and minerals, helps greasy hair.

Citrus Grandis (Grapefruit) Extract with its high levels of Vitamins C and E, helps to restore lustre and shine to the hair.

Cananga Odorata (Ylang Ylang) Flower Oil, one of the perfume world's favourite flowers, is known for its natural conditioning properties and also helps restore balance to an oily scalp.

Pelargonium Graveolons (Geranium) Flower Oil provides shine and manageability.

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity and aids moisture retention.



KEVIN'S TIP:

I can't tell you the number of times I have been asked the question, "How often should I wash my hair?" The answer is as simple as it's complex, but in the end, it comes down to choosing the right shampoo for the job. If you want to wash your hair everyday use a gentle shampoo that has been created for just for such use like BALANCING.WASH an essential part of our DETOX regimen.

STIMULATE-ME.WASH

STIMULATING AND REFRESHING SHAMPOO FOR HAIR AND SCALP

An invigorating daily shampoo, bursting with revitalising freshness. Created with a stimulating blend of Camphor Crystals, Bergamot and Black Pepper, STIMULATE-ME.WASH enlivens the senses, as it awakens and clarifies the hair and scalp.

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage through the hair and scalp. Rinse and repeat. Follow with STIMULATE-ME.RINSE, and finish with THICK.AGAIN. Can be used daily.

BENEFITS

- Stimulates the hair and scalp
- Helps to strengthen and repair the hair
- Leaves hair feeling fuller and thicker
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Camphor Crystals stimulate the scalp, and help restore hair's natural shine, while boosting strength.

Piper Nigrum (Pepper) Seed Extract and Piper Nigrum (Pepper) Seed Oil are packed with antioxidant goodness, and anti-ageing benefits that help fight the effects of free radicals, they are also a potent source of beneficial vitamins.

Citrus Aurantium Bergamia (Bergamot) Fruit Oil is renowned for its refreshing aroma and assists in balancing the hair and scalp.

Keratin Amino Acids help to strengthen the hair, and assist in restoring the integrity of hair that has been chemically damaged.

Mentha Arvensis Leaf Oil is known for its uplifting and invigorating qualities.



KEVIN'S TIP:

Used together as part of our DETOX regimen, the combination of STIMULATE-ME.WASH and RINSE delivers a breakthrough combination of ingredients that awaken and clarify the hair and scalp, preparing both to receive the benefits of THICK.AGAIN. Thinning hair, hair loss and brittle, weak hair are the biggest complaints we hear from our male clients, so we developed this high-tech trio to help thicken the hair's appearance.

STIMULATE-ME.RINSE

STIMULATING AND REFRESHING CONDITIONER FOR HAIR AND SCALP

An invigorating conditioner for men, bursting with revitalising freshness. STIMULATE-ME.RINSE delivers a stimulating blend of Camphor Crystals, Bergamot and Black Pepper that helps soothe and cool the hair and scalp, while strengthening and nourishing the hair.

USE.ME

APPLY. ABSORB. RINSE.

Apply to freshly washed hair and massage into hair and scalp for 5 to 10 minutes to fully absorb the benefits, follow with a refreshing rinse. For optimal repairing results, use after washing with STIMULATE-ME.WASH, and follow with THICK.AGAIN. Can be used daily.

BENEFITS

- Rich in body-building Amino Acids and conditioning butters
- Stimulates the hair and scalp
- Helps to strengthen and repair the hair
- Leaves hair looking fuller and thicker
- Suitable for all hair types
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Shea Butter delivers moisture to dry or damaged hair from root to tip, and helps repair and protect against environmental stressors, dryness and brittleness. Quickly absorbing, this naturally beneficial butter, helps rehydrate the hair and scalp without clogging the cuticles.

Camphor Crystals stimulate scalp, restore natural shine, and boost hair strength.

Aloe Barbadensis (Aloe Vera) Leaf Juice - packed with essential vitamins and minerals, this natural conditioning agent helps to restore sheen, and moisturises the hair and scalp.

Wheat Amino Acids supply a nourishing blend of moisturising ingredients that help to boost softness and shine, while building body and fullness.

Keratin Amino Acids help to strengthen the hair, and assist in restoring the integrity of hair that has been chemically damaged.

Citrus Aurantium Bergamia (Bergamot) Fruit Oil is renowned for its refreshing aroma and assists in balancing the hair and scalp.



KEVIN'S TIP:

Used together as part of our DETOX regimen, the combination of STIMULATE-ME.WASH and RINSE delivers a breakthrough combination of ingredients that awaken and clarify the hair and scalp, preparing both to receive the benefits of THICK.AGAIN. Thinning hair, hair loss and brittle, weak hair are the biggest complaints we hear from our male clients, so we developed this high-tech trio to help thicken the hair's appearance.

THICK.AGAIN

LEAVE-IN THICKENING TREATMENT FOR THINNING HAIR

Hair not as thick, full and lush as you'd like? Give it a little extra oomph with THICK.AGAIN. Our leave-in thickening treatment is designed for men with fine or thinning hair, and is rich in essential ingredients that will help thicken the hair and prevent breakage. Using breakthrough eyelash thickening and lengthening technology, we've harnessed ingredients that will leave your hair looking thicker and fuller over time.

USE.ME

PREP. SPRAY. STAY.

Prep hair with STIMULATE-ME.WASH and RINSE and towel dry. Spray THICK.AGAIN evenly throughout damp or towel dried hair, concentrating on the roots and scalp. Do not rinse, dry and style as usual.

BENEFITS

- Helps to strengthen and fortify hair from root to tip
- Boosts thickness for increased body and bounce
- Helps increase microcirculation to the scalp
- Offers heat protection up to 420°F / 216°C
- Ideal for all hair types, especially fine, ageing and thinning hair
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Nettle Extract is known to fortify hair fibers. Helps to thicken the hair, and assists in preventing breakage.

Oleanolic Acid from Lovely Hemsleya Root with its abundant antioxidant properties, helps to fortify and strengthen at the root to help prevent thinning and falling hair.

Nelumbo Nucifera Flower Extract helps boost natural shine to damaged hair, while adding volume, body and elasticity to dry, brittle hair.

Aesculus Hippocastanum (Horse Chestnut) Seed Extract helps to improve circulation in the scalp.

Naturally derived from whole wheat, Hydrolysed Wheat Protein improves body, boosts shine, and leaves hair feeling deeply nourished and conditioned.

Adansonia Digitata (Baobab) Fruit Extract, a 'Superfood' from Africa packed with nutritional goodness, helps repair damaged hair, increases hair strength, and moisturises dry hair to create greater manageability and all-over softness.

Ascorbic Acid (Vitamin C) and Tocopheryl Acetate (Vitamin E) provide antioxidant benefits to help combat free radicals that are known to age the hair.



KEVIN'S TIP:

It's inevitable that over time hair will start to thin! To help the guys combat thinning hair, we looked to our highly-successful women's product BODY.MASS with its scientifically proven eyelash plumping technology, and created a product exclusively engineered for men, but with all the same body building benefits. THICK.AGAIN delivers thicker, fuller-looking hair, and thanks to its powerhouse of strengthening ingredients, will help improve micro-circulation to the scalp. To receive the full benefits of STIMULATE-ME and THICK.AGAIN, use the trio for 14 days, and your hair will look and feel transformed...in fact, it will be THICK AGAIN.

SCALP

The KEVIN.MURPHY SCALP.SPA regimen is the answer to all of your scalp needs. These star products are packed with skin loving ingredients like Micelles and Celery Seed Extract to help gently remove dirt and impurities while helping to maintain moisture and soothe the scalp.



SCALP.SPA SCRUB

PURIFYING PRE-WASH SCALP EXFOLIATOR

Help beautify, purify and detoxify your scalp. Our SCALP.SPA regimen treats your hair and scalp as gently as you would your skin. This unique exfoliating scrub is designed to gently scrub away impurities from the scalp and hair follicle to provide the foundation for optimal scalp health and hair growth. Safe for all hair types, can be used as a body scrub.

USE.ME

APPLY. MASSAGE. RINSE

Apply to wet hair and, use your fingertips in circular motions to massage your scalp and roots of your hair. Rinse and follow with SCALP.SPA WASH. For optimal results, follow with the WASH, RINSE or MASQUE of your choice, style as desired.

BENEFITS

- Gently cleanses
- Removes impurities from the scalp
- Exfoliates
- Revives an irritated scalp
- Balances

BENEFICIAL INGREDIENTS

Celery Seed Extract soothes and hydrates an irritated scalp. Can help to detox the scalp by visibly reducing irritation and regulate sebum production to help solve the problems associated with excess oil or a dry scalp.

Micellar Water containing Micelles gently attract and dissolve impurities without stripping the skin. Micelles attract excess and unwanted oil from the scalp.

Perlite is a natural sphere that's designed to carefully exfoliate the scalp while protecting the integrity of the scalp and hair.



KEVIN'S TIP:

The exfoliant used in SCALP.SPA SCRUB is perlite. Perlite is a type of volcanic rock formed by the rapid cooling of lava or magma is tooled into a perfect sphere that's designed to gently exfoliate the scalp and follicles while protecting the integrity of the scalp and hair. It is important to note that this exfoliant does not dissolve, and that is exactly why we chose it. Most exfoliants use salt or sugar, but for people with thicker hair it may never get down to their scalp to actually do any scrubbing. Even salt and sugar scrubs can be bothersome to rinse out but remember this is a pre-wash formula. An accompanying wash and rinse will help get the scrub out and your scalp feeling great. Even if you don't get it all out the first time you try this product, the perlite will not create any discomfort on your scalp.

SCALP.SPA WASH

PURIFYING MICELLAR SHAMPOO

Luxurious hair always begins with a healthy scalp! A specially formulated shampoo designed with Micellar Water and Celery Seed Extract to soothe and cleanse the scalp; leaving the hair feeling clean and moisturised. Safe for all hair types, including coloured hair.

USE.ME

Apply the SCALP.SPA WASH to wet hair following the SCALP.SPA SCRUB. Lather gently from root to tip, and rinse. Kevin recommends following with the WASH, RINSE or MASQUE of your choice, style as desired.

BENEFITS

- Gently cleanses
- Calms
- Balances scalp
- Soothes
- Nourishes

BENEFICIAL INGREDIENTS

Celery Seed Extract soothes and hydrates an irritated scalp. Can help to detox the scalp by visibly reducing irritation and regulate sebum production to help solve the problems associated with excess oil or a dry scalp.

Micellar Water containing Micelles gently attract and dissolve impurities without stripping the skin. Micelles attract excess and unwanted oil from the scalp.

Rose Water soothes and calms. Rose Water holds skin conditioning properties that have been linked to helping in assisting the calming of an irritated scalp.



KEVIN'S TIP:

When used together as a part of the SCALP.SPA regimen, SCALP.SPA SCRUB and SCALP.SPA WASH are the epitome of "Skincare for your hair." Packed with a range of skin loving ingredients that nurture your scalp back to health giving your hair the optimal foundation for beautiful hair.

SCALP.SPA TREATMENT

CALMING FOAM MASQUE

A concentrated foaming masque designed to relieve sensitive scalps and restore scalp health to promote healthier hair.

USE.ME

Part clean, damp or dry hair into sections and strip SCALP.SPA TREATMENT along the scalp. Massage in and rinse after 20 minutes.

BENEFITS

- Helps relieve sensitive scalps
- Calms
- Gently removes impurities for a clean, clear scalp
- Balances scalp
- Soothes
- Nourishes
- Weightless

BENEFICIAL INGREDIENTS

Celery Seed Extract soothes and hydrates an irritated scalp. Can help to detox the scalp by visibly reducing irritation and regulate sebum production to help solve the problems associated with excess oil or a dry scalp.

Carrot Root Extract is designed to condition the skin of the scalp and assists with clearing and moisturizing of a dry clogged scalp.

Hyaluronic Acid is a skincare ingredient that acts like a magnet for moisture helping to relieve dehydration.

Pro-Viron Mist is a non-flammable, non-ozone depleting VOC-exempt propellant that helps reduce climate impact without sacrificing performance. It is truly a breakthrough ingredient and a first of its kind.



KEVIN'S TIP:

SCALP.SPA TREATMENT contains new technology that gives you a rich and luxurious foam that is designed to remove dirt and excessive oil. This calming, soothing and nourishing thick foaming masque does not weigh the hair down and can be used alone or in conjunction with the other members of the SCALP.SPA family.

SCALP.SPA SERUM

SOOTHING LEAVE-ON SCALP TREATMENT

A lightweight and fast absorbing, leave-on treatment that provides targeted instant soothing and balancing relief to an irritated scalp.

USE.ME

Use as needed, part hair and apply SCALP.SPA SERUM to the areas of the scalp that need treating. May be used on damp or dry hair. Leave-in.

BENEFITS

- Calms
- Balances
- Soothes
- Nourishes
- Weightless

BENEFICIAL INGREDIENTS

Celery Seed Extract soothes and hydrates an irritated scalp. Can help to detox the scalp by visibly reducing irritation and regulate sebum production to help solve the problems associated with excess oil or a dry scalp.

Rose Flower Oil assists in calming and soothing an angry scalp.

Lavender Oil helps to nourish your scalp, as well as help to balance scalp health.



KEVIN'S TIP:

SCALP.SPA SERUM is light weight and provides instant relief. It's silky and safe for everyday use, when or where its needed. Use all over your scalp as part of a home care ritual or treat on areas of irritation only.

PROTECT

Hair's first line of defense. Protect your hair against damage associated with heated and mechanical tools. Provides extreme heat protection up to 232°C / 450°F.



HEATED.DEFENSE

LEAVE-IN HEAT PROTECTION FOR YOUR HAIR

Protect your hair against daily life's biggest aggressor, heat damage. HEATED.DEFENSE is a weightless and invisible leave-in treatment foam to protect your hair against damage associated with heated and mechanical tools. Providing heat protection up to 232°C / 450°F, this leave-in foam distributes easily and disappears in all hair types, providing a weightless protective shield.

USE.ME

DIRECTIONS:
Rub into damp hair, then style as desired.

BENEFITS

- Sulphate, paraben and cruelty-free
- Protects the hair against heat
- Reduces Damage
- Helps smoothes and detangle hair
- Softening and lightweight

BENEFICIAL INGREDIENTS

Copolymers help by selectively binding to regions of the hair that are damaged to protect and improve the hair's condition.

Hydrolysed Quinoa helps to condition, maintain moisture and strengthen hair, creating a protective barrier.

Organic Jojoba and Castor Oils help to support the hair's natural defense against future damage by providing the hair with it's essential moisturising agents.

Polyquaternium smoothes over the surface of the hair and provides a layer of conditioning while forming a weightless protective shield.



KEVIN'S TIP:

Being weightless, HEATED.DEFENSE is perfect to layer onto damp hair after your Wash and Rinse. Use your favorite KEVIN.MURPHY styling products as you would normally, but place your weightless and invisible shield of protection on the hair first. Use one to three pumps of the foam, depending on the hair length, and your hair will be protected, smoothed and detangled.

BLOW.DRY

A result driven family of products, 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

NOURISHING AND REPAIRING SHAMPOO

Designed for those who heat style their hair, BLOW.DRY WASH helps strengthen and protect hair against breakage with added protection against heat damage.*

USE.ME

WASH. RINSE. REPEAT.

Apply to wet hair and massage into hair and scalp. Rinse with BLOW.DRY RINSE and style with a BLOW.DRY by KEVIN.MURPHY styling product of choice for best results.

BENEFITS

- Specifically designed to minimize damage from extensive blow drying
- 87% less breakage*
- 3x more frizz control*
- 24 hours humidity protection*
- Safe for coloured hair
- Safe for everyday use
- UVA/UVB Protection
- Thermal Protection up to 450°F (230°C)*

BENEFICIAL INGREDIENTS

Wood Bark Complex a powerhouse of Australian derived plant and bark extracts from Blue Cypress, White Cypress and Lemon Aspen behave like an AHA to gently protect, while water soluble phyto-acids help to create resilience.

Creatine Vegan derived amino acid derivatives similar to the natural creatine in the hair and skin. Designed to improve the mechanical properties of stressed hair and protect against heat damage by rebuilding and strengthening.

Hydrolysed Pea Protein a superfood rich in amino acids to intensely nourish and replenish the hair binding moisture to improve elasticity and help prevent breakage.

Rice Proteins to nourish the hair from root to tip and help to fortify to prevent damage and assist in strengthening.



KEVIN'S TIP:

The vegan-derived CREATINE used in this line is a powerhouse of amino acids that are almost identical to those found naturally in the skin and hair. Not only does it improve the properties of stressed hair and protect against heat damage, but it also creates strength and resilience from within the hair shaft.

*When used as a system with BLOWDRY RINSE and EVERSMOOTH

BLOW.DRY RINSE

NOURISHING AND REPAIRING CONDITIONER

Designed for those who heat style their hair, BLOW.DRY RINSE forms a protective layer that guards against colour loss and environmental stressors*

USE.ME

WASH. RINSE. REPEAT.

After washing with BLOW.DRY WASH, apply to wet hair and massage into hair and scalp. Style with a BLOW.DRY by KEVIN.MURPHY styling product of choice for best results.

BENEFITS

- Specifically designed to minimize damage from extensive blow drying
- 87% less breakage*
- 3x more frizz control*
- 24 hours humidity protection*
- Safe for coloured hair
- Safe for everyday use
- UVA/UVB Protection
- Thermal Protection up to 450°F (230°C)*

BENEFICIAL INGREDIENTS

Wood Bark Complex a powerhouse of Australian derived plant and bark extracts from Blue Cypress, White Cypress and Lemon Aspen behave like an AHA to gently protect, while water soluble phyto-acids help to create resilience.

Rice Bran Oil creates a natural shine and helps repair dryness, damage, brittleness and contributes to strength.

Shea Butter a moisturiser that helps hydration to increase softness while having natural antioxidant properties.

Rice Amino Acids penetrate the hair shaft and can help bind moisture to hair and contribute to soft and healthy, strengthened hair.



KEVIN'S TIP:

The BLUE CYPRESS, which originates from Australia, with 100% traceability to the source and empowerment of growers and indigenous communities is used in our Wood Bark Complex and is key in conditioning and protecting hair. This ingredient has a powerful phenolic antioxidant that behaves like an AHA.

*When used as a system with BLOWDRY WASH and EVERSMOOTH

EVER.SMOOTH

HEAT-ACTIVATED STYLE EXTENDER

Activated by the heat of your blow dryer, this weightless spray creates the ultimate silky, smooth blow dry with softness, volume and a frizz free finish.

USE.ME

Apply after shampooing and conditioning to towel dried hair. Separate hair into sections and spray liberally. Blow dry each section with the brush of your choice to activate the smoothing technology and increase longevity of style. You can also use a hot tool to further enhance the shape of your style.

BENEFITS

- Anti-Frizz
- Humidity Resistant
- Style Extender
- Cuts down blow dry time

BENEFICIAL INGREDIENTS

Long Chain Polymers. Heat-Activated polymers self organise on the hair shaft to lock in condition, volume and style.

Wood Bark Complex, Blue Cypress, White Cypress and Lemon Aspen behave like an AHA to gently protect, while water soluble phyto-acids help to create resilience.



KEVIN'S TIP:

It is the Long Chain Polymers in EVER.SMOOTH combined with our Wood Bark Complex that started this BLOW.DRY revolution. A smoothing heat-activated style extender that is activated by the heat of your blow dryer, this lightweight spray creates the ultimate silky, smooth blow dry with softness, volume and a frizz free finish. Our EVER.SMOOTH Signature Dry is the perfect start to any of the Elevations that give you the hair you want!

EVER.LIFT

VOLUMISING HEAT-ACTIVATED STYLE EXTENDER

Activated by the heat of your blow dryer, this weightless spray creates smooth volume and lift for a blow dry that is soft to the touch. Helps lock out humidity for a longer lasting finish.

USE.ME

Apply after shampooing and conditioning to towel dried hair. Separate hair into sections and spray liberally. Blow dry each section with the brush of your choice to activate the smoothing technology and increase longevity of style. You can also use a hot tool to further enhance the shape of your style.

BENEFITS

- Anti-Frizz
- Humidity Resistant
- Creates Volume
- Cuts down blow dry time

BENEFICIAL INGREDIENTS

Long Chain Polymers. Heat-Activated polymers self organise on the hair shaft to lock in condition, volume and style.

Zen Complex. A mix of Artic Root Extract which is known to endure harsh, cold arctic winds and Tasmanian Lavender Extract that in combination hold a high concentration of powerful antioxidants to help fight environmental stressors and damage.



KEVIN'S TIP:

Inspired by the Long Chain Polymers also found in EVER.SMOOTH, we decided to expand our BLOW.DRY regimen. If you crave soft volume, EVER.LIFT with our potent Zen Complex creates smooth volume and lift for a blow dry that is soft to the touch. Helps lock out humidity for a longer lasting finish. Pump up the finish with our BEACH.WAVE Elevation for lift that lasts.

EVER.THICKEN

THICKENING HEAT-ACTIVATED STYLE EXTENDER

Activated by the heat of your blow dryer, this weightless spray creates thicker fuller hair, that lasts. Helps lock out humidity to seal in a longer lasting blow dry.

USE.ME

Apply after shampooing and conditioning to towel dried hair. Separate hair into sections and spray liberally. Blow dry each section with the brush of your choice to activate the smoothing technology and increase longevity of style. You can also use a hot tool to further enhance the shape of your style.

BENEFITS

- Anti-Frizz
- Humidity Resistant
- Creates Thickness
- Cuts down blow dry time

BENEFICIAL INGREDIENTS

Long Chain Polymers. Heat-Activated polymers self organise on the hair shaft to lock in condition, volume and style.

Cotton Sprout Complex. This complex of Organic Cotton and Pea Sprout Extract helps the product formulation to support hair density with higher shine, strength and volume.



KEVIN'S TIP:

It's the Long Chain Polymers and Cotton Sprout Complex that helps EVER.THICKEN create thicker fuller hair, that lasts. As with all of the EVERS it helps to lock out humidity to seal in a longer lasting blow dry, pair with our EVER.THICKEN Signature Dry to lock in the style with heat.

EVER.BOUNCE

LASTING HOLD HEAT-ACTIVATED STYLE EXTENDER

Activated by the heat of your blow dryer, this weightless spray creates smooth body with bounce. Helps lock out humidity to seal in a longer lasting blow dry with a frizz free finish.

USE.ME

Apply after shampooing and conditioning to towel dried hair. Separate hair into sections and spray liberally. Blow dry each section with the brush of your choice to activate the smoothing technology and increase longevity of style. You can also use a hot tool to further enhance the shape of your style.

BENEFITS

- Anti-Frizz
- Humidity Resistant
- Creates Bounce
- Cuts down blow dry time

BENEFICIAL INGREDIENTS

Long Chain Polymers. Heat-Activated polymers self organise on the hair shaft to lock in condition, volume and style.

Phyto-Nutrient Complex. Turkish Silver Linden with Australian Waratah Flower Extract, potent with phyto-actives, together helps target the condition of hair and offer protection and resilience to increase hair volume, hold and movement.



KEVIN'S TIP:

EVER.BOUNCE packed with our Phyto-Nutrient Complex is a lasting hold heat-activated style extender. Try the EVER.BOUNCE Signature Dry and create smooth body with bounce when activated by heat. Perfectly matched with our FRENCH.DISCO Elevation.



TREAT.ME

TREAT.ME

Inspired by the latest skincare ingredients, the TREAT.ME range is a collection of 'made to order' in-salon treatments that deliver deep conditioning, shine and long-lasting nourishment. Plant derived 'Super Proteins' help to strengthen and repair everyday damage caused by heat styling and chemical treatments. Select from a range of treatments that include Moisture and Strength – it's like treating the hair to a high-tech facial.

BENEFITS

- Antioxidant rich formulations with essential amino acids and AHAs
- Customisable treatments for damaged hair
- Helps reduce breakage and increases elasticity
- Helps strengthen the hair
- Colour-safe
- Sulphate, paraben and cruelty-free

BENEFICIAL INGREDIENTS

Nettle Extract to thicken the hair, and assists in preventing breakage.

A natural Alpha Hydroxy Acid (AHA), Sugar Cane acts as a gentle, non-abrasive, non-irritating exfoliate to help remove dead skin cells, oily residue, and dirt from the scalp. By effectively cleansing the hair, it allows for rapid absorption of nutrients that help to stimulate and nourish the hair.

Vegetable/Plant Proteins are known to restructure the hairs' surface to produce a more radiant and shiny appearance.

Camellia Sinensis Leaf Extract (Green Tea) has been revered for centuries for its powerful antioxidant properties. Helps to increase the feel of hair's elasticity, and aids in moisture retention.

Ascorbic Acid (Vitamin C) a water-soluble antioxidant known to help protect the hair and scalp from free radicals.

A sacred fragrance oil from the Tahitian Gardenia flower, Monoi Oil imparts shine and softness as it helps to rebuild and restore the hair.



KEVIN'S TIP:

Our TREAT.ME Cruets are designed to create a memorable KEVIN.MURPHY in-salon experience.

There's 'no one size fits all' when it comes to treatments and masques, and I wanted to offer the finest quality treatments to all women, no matter their hair concern. The inspiration behind TREAT.

ME came from the latest advances in skincare technology - making every TREAT.ME experience feel like a high-tech facial for the hair.

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.

WAVE.CLIP

The WAVE.CLIP allows you to create a modern beach wave or make unruly hair have a more uniform finish. The hair will be smooth and fly-aways are kept to a minimum.

BRUSHES

Made from 100% natural sustainable bamboo, our eco-friendly brushes are not only waterproof but also lightweight in order to eliminate hand and wrist fatigue.

DETAILING.BRUSH

PIN.CLIPS

This one prong clip stops the hair from getting marked and ruining the finish of your style. PIN.CLIPS are really strong and do not slip off. They are the perfect complement to making waves sit where you want them.

CURVED.SCISSOR

This scissor was specially designed for KEVIN.MURPHY by a master craftsman who has been in the business of designing unique tools for over 40 years. This special C-shaped scissor will produce everything from a curved line to a wave formation and encourages movement into hair.



CUTTING.COMB

The CUTTING.COMB has been designed to the highest standards of precision and quality. Made from a unique and durable plastic used by engine parts that require precision and dimensional stability, 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. It is made from a unique and durable plastic used by engine parts that require precision and dimensional stability.

TEXTURE.COMB

Specially designed to keep texture and movement in your hair but give it control. The TEXTURE.COMB gives your style a kept look but allows a look that has freedom and controls frizz and fly-aways. For best results or to control an unruly style, use after styling on dry hair. Suits curly hair that needs to be tamed. Neatens hair without frizzing.

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.



THE KEVIN.MURPHY EXPERIENCE (KMX)

Following the routine of skin care, our signature KEVIN.MURPHY EXPERIENCE (KMX) is a facial for your hair. This personalised experience for your clients is conducted in-salon and then to be taken home for hair maintenance in between appointments.

Think of this as your foundation to great hair.

Begin with a light exfoliation of the hair, followed by a personalised cleanse for your hair type, and then a deep conditioning masque, all completed with a signature KEVIN.MURPHY massage and a warm towel wrap.

STEP-BY-STEP

1. Prepare and drape the client or model at the basin and wet the hair.
2. Pour a generous amount of MAXI.WASH into your hands and wipe onto the hair and scalp with a gentle pushing motion into the scalp. Work the product through with a 'hand-over-hand' massage. Gently massage the hair and scalp without scrubbing.
3. Using a hot towel, cover the head and gently press with the palms of your hand for 1 minute, wait until towel cools.
4. Using a wiping motion, pull the towel towards yourself. This removes most of the shampoo. Gently rinse.
5. Cleanse with the prescribed WASH.
6. Apply the prescribed MASQUE.
7. Perform the signature KM massage for 10 minutes.
8. Repeat hot towel, leave on to cool and remove, wiping towards yourself to remove product.
9. Rinse well.
10. Condition with the prescribed RINSE in the hair for extra smoothness and softness.



ANGEL KMX

For fine, fragile, limp hair that lacks body.

PRODUCTS:

MAXI.WASH
ANGEL.WASH
ANGEL.MASQUE
ANGEL.RINSE



HYDRATE-ME KMX

For dry, weak, brittle hair.

PRODUCTS:

MAXI.WASH
HYDRATE-ME.WASH
HYDRATE-ME.MASQUE
HYDRATE-ME.RINSE



REJUVENATE KMX

For dull, ageing hair in need of revitalisation.

PRODUCTS:

MAXI.WASH
YOUNG.AGAIN.WASH
YOUNG.AGAIN.MASQUE
YOUNG.AGAIN.RINSE



THICKENING KMX

For fine, weak or falling hair.

PRODUCTS:

MAXI.WASH
PLUMPING.WASH
PLUMPING.RINSE
BODY.MASS



For an added scalp experience start with **SCALP.SPA SCRUB**, **SCALP.SPA WASH** and then incorporate the desired KMX.

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