

KEVIN.MURPHY
EDUCATION

START

COLOR.ME
by KEVIN.MURPHY



CONTENTS

04	PHILOSOPHY
14	TECHNOLOGY
16	HAIR DIAGNOSIS
23	NUMBERING SYSTEM
29	COLOUR WHEEL
54	GLOSS
82	COLOUR CORRECTION
86	APPLICATION
88	FINISHING REGIMEN
90	QUICK USAGE GUIDE
93	BLONDE HIGH.LIFT
100	SAFETY GUIDELINES

WELCOME TO START

COLOR.ME by KEVIN.MURPHY fuses session work, fashion and hair colour. This compact colour line delivers high performance, natural looking results and optimum colour functionality.



“Session styling sets the aesthetic, now technology and choice makes COLOR.ME the colour line for all. We offer smart solutions with a diverse portfolio of products that provide stylists product versatility and multiple options for self-expression. We also consider carefully the impact of each ingredient in our products to ensure we deliver the best there is from nature and science for optimal hair benefits. Created for professionals that crave a colour range that spans the spectrum of results yet caters for individual needs.”

- Kevin Murphy





COLOR.ME
by **KEVIN.MURPHY**

Honey based colour with molecular couple guaranteee
Coloration à base de miel qui garantit une association
unique des molécules

6.00 / 6NN
DARK.BLONDE.INTENSE
BLOND.FONCÉ.INTENSE
GP22094B

8.00 / 8NN
LIGHT.BLONDE.INTENSE
BLOND.CLAIR.INTENSE
GP22087B

8.00 / 8NN
LIGHT.BLONDE.INTENSE
BLOND.CLAIR.INTENSE
GP22087B

8.00 / 8NN
LIGHT.BLONDE.INTENSE
BLOND.CLAIR.INTENSE
GP22087B

COLOR.ME
by **KEVIN.MURPHY**

Honey based colour with molecular couple guaranteee
Coloration à base de miel qui garantit une association
unique des molécules

100 mL e 3.3 FL. Oz. LIQ.

FEATURES & BENEFITS

- Latest technology with “beyond expectation” colour results
- Maximum lightening
- Optimum performance
- Never compromises the integrity of the hair
- 100% grey coverage
- Tone-on-tone
- Darker colouration
- Fashion shades
- HIGH.LIFT colours
- Perfect colour balancing
- Easy colour corrections
- Pastel colouration



THE CHOICES WE MAKE

AMMONIA FREE

Clients, colourists and stylists enjoy a pleasant salon atmosphere due to COLOR.ME ´s scent of Rose Hip, thus eliminating the biting ammonia smell of most regular colours.

PPD FREE

Many scalp irritations and allergic reactions during the colouring process are related to ParaPhenyleneDiamine (PPD). COLOR.ME is completely formulated without PPD, therefore minimising the risk of irritations and allergic reactions caused by PPD.

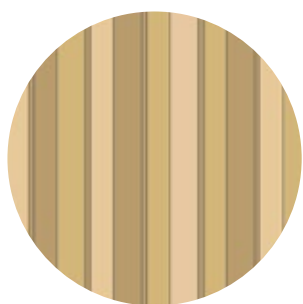
OUR STANCE ON ANIMAL TESTING

KEVIN.MURPHY uses ingredients that are not subjected to animal testing and never will be on our behalf. Our products are tested on models, not animals! We never conduct nor commission tests on animals. Since 2011, KEVIN.MURPHY has been certified according to the standard of one of the largest animal rights organisations in the world, People for the Ethical Treatment of Animals (PETA), and are one of their recommended 'Cruelty Free' companies.

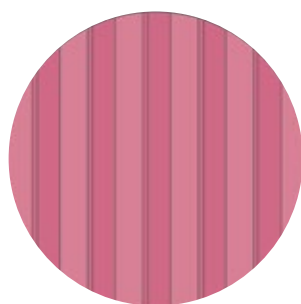
100% RECYCLABLE OUTER PACKAGING

MULTI-TONAL RESULTS

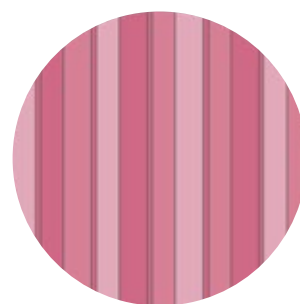
COLOR.ME has a unique natural multi-tonal finish. COLOR.ME respects the natural colour pattern of virgin hair and creates beautiful luminosity on each and every hair strand, creating multi-dimensional colour.



Natural
Multi-tonal
Colour Pattern



Classic
Opaque
Colour Results



COLOR.ME
Multi-tonal
Colour Results





KEY INGREDIENTS

HONEY

Honey is a vitamin and mineral rich humectant that helps hair retain moisture and form a protective barrier.

POMEGRANATE

Antioxidants buffer the effects of free radical damage to the hair and scalp, and the enzymes present in Pomegranate aid in keeping the hair healthier and softer.

SHEA BUTTER

Shea Butter helps nourish dry or damaged hair from the roots to the very tips, absorbing quickly and completely to assist in rehydrating hair.

ROSE HIP

The high concentration of essential fatty acids helps the hair hold moisture and helps reduce dryness.

COCONUT OIL

Resistant long chained molecules aid in protecting the scalp during the colouration process.

ALOE VERA

Aloe Vera helps the hair retain moisture and improves the scalp condition, leaving the hair smooth, shiny and well- conditioned.

PANTHENOL

Helps soothe the scalp in addition to moisturising and smoothing the hair shaft.

SWEET ALMOND OIL

Assists in smoothing, softening, and creating shiny hair.

GRAPESEED OIL

Grapeseed Oil is an emollient which aids in soothing the scalp and moisturising the hair.

3-STEP TECHNOLOGY

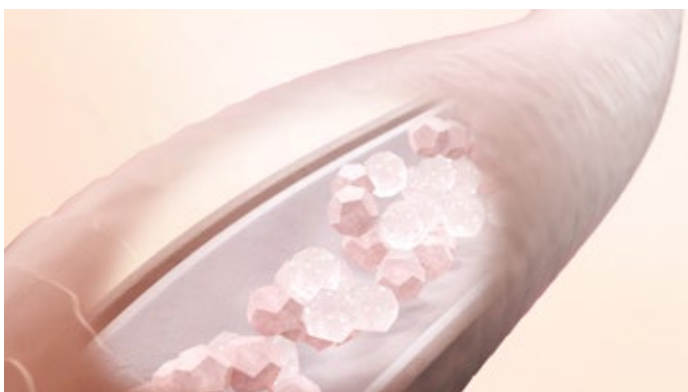
OXIDATION DELAY FUNCTION

When COLOR.ME SHADES are mixed with CREAM.ACTIVATOR or LIQUID.ACTIVATOR, the oxidation process is delayed for 5-10 minutes to ensure even application and penetration of the colourants into the hair before the controlled coupling reaction is triggered. This allows for the most effective and best colour coverage.



SPECIAL MICRO PIGMENTS

Extremely small colour pigments are deposited and penetrated deep into the hair shaft with minimal cuticle swelling, resulting in shinier and healthier looking hair.



THE MOLECULAR COUPLE GUARANTEE

This innovative technology ensures that every pigment base molecule in COLOR.ME connects to another coupling pigment molecule. An exact counting method (Stoichiometry-Molar Formulation System) is used and guarantees that not a single colouring molecule remains free. Only a secure bond, or “safe” molecule is formed resulting in fewer skin irritations and allergic reactions. Less pollution to our water and environment.



HAIR DIAGNOSIS

Diagnosis is the key to success and is essential prior to commencing any colour service. This is where your expectations and end result can differ if you were not accurate.

PATCH TEST, SCALP AND TEST STRAND

For a new colour client, we always recommend performing a patch/skin test 24-48 hours prior to a colour service.

Ensure that there are no injuries, abrasions or skin irritations. Do not apply colour or lightener if scalp is broken or irritated.

If you are unsure you will be able to achieve the desired result, we recommend performing a test strand on your client prior to colouration.



20 6%
VOL.

KEVIN.MURPHY
CREAM.ACTIVATOR

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

10 3%
VOL.

KEVIN.MURPHY
CREAM.ACTIVATOR

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

KEVIN.MURPHY

KEVIN.MURPHY

TEXTURE

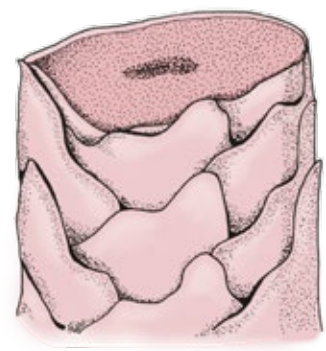
Texture is the diameter of one individual hair shaft. It is broken into three different ranges when colouring hair: fine, medium and coarse.



Fine



Medium



Coarse

TEXTURE AFFECTS:

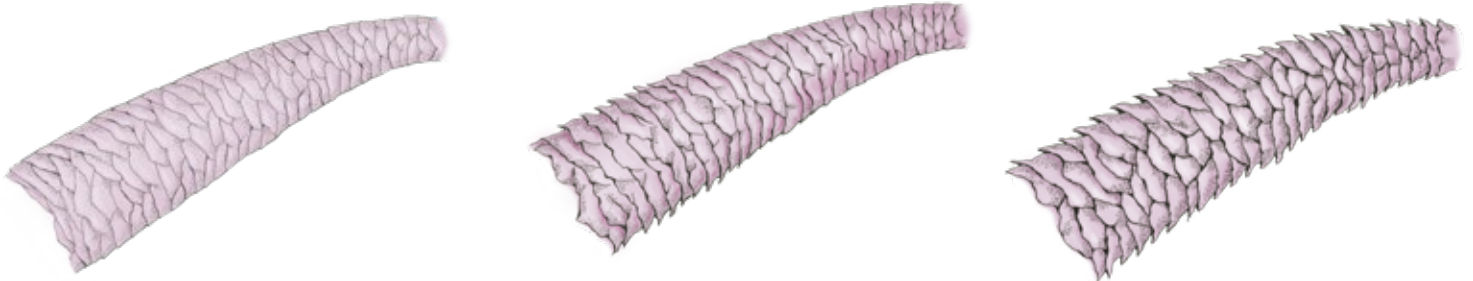
- Absorption of colour
- Application
- Result/colour intensity
- Development time

POROSITY

Porosity is how well hair can absorb and hold moisture including colour.

Porosity affects the flexible outer hair layer called the cuticle, which determines how easily moisture and oils pass in and out of hair and how colour is retained.

This is very important in advanced colour applications. Always choose the most gentle category of colouration that will perform the desired result.



Low

Medium

High

POROSITY AFFECTS:

- Colour choice
- Application: Do the porous areas need a different colour?
- Durability of colour based on colour choice
- Development time for preventing the colour from going deeper than desired

POROSITY EQUALISING

Porosity can cause the hair to absorb colour at different rates. Where the porosity changes throughout the hair shaft, colour could appear uneven. We recommend you apply EVERLASTING.COLOUR LEAVE-IN to highly porous areas prior to your colour service to help promote an even colour result.

1. Apply a light mist of EVERLASTING.COLOUR LEAVE-IN to porous areas of the hair shaft.
2. Blow-dry into the hair until you have removed all moisture.
3. Apply COLOR.ME colour service.



KEVIN.MURPHY+
COLOR.ME

EVERLASTING.
COLOUR
LEAVE-IN

Bond-building colour
protective treatment
Traitement de
protection de la
couleur du bâtiment
bond

150 mL / 5.1 FL. Oz. Liq. e



NUMBERING SYSTEM

COLOR.ME has a unique numbering system. This numbering system shows you what depth and reflect every tube of COLOR.ME colour will create.

6 . 4

**NUMBER BEFORE THE “.” DESCRIBES THE DEPTH
NUMBER AFTER THE “.” DESCRIBES THE REFLECT**

6 DARK BLONDE . 4 COPPER

Two numbers after “.” represents a major and minor reflect.

6	.	4	3
DARK BLONDE	.	COPPER	GOLD
Depth		Major Reflect	Minor Reflect

DEPTH

The colour depth indicates how light or dark a hair colour is.

COLOUR DEPTH	
11. =	ULTRA PLATINUM
10. =	PLATINUM
9. =	VERY LIGHT BLONDE
8. =	LIGHT BLONDE
7. =	MEDIUM BLONDE
6. =	DARK BLONDE
5. =	LIGHT BROWN
4. =	MEDIUM BROWN
3. =	DARK BROWN
2. =	DARKEST BROWN
1. =	BLACK

REFLECTS

Each number after the "." represents a reflect that is entirely unique to COLOR.ME by KEVIN.MURPHY.

REFLECTS	
.0 N =	NATURAL
.1 A =	ASH
.2 B =	BEIGE
.3 G =	GOLD
.4 C =	COPPER
.5 M =	MAHOGANY
.6 R =	RED
.7 ch =	CHOCOLATE
.8 V =	VIOLET
.9 mt =	MATTE



COLOR.ME
by **KEVIN.MURPHY**

Honey based colour with molecular couple guarantee
Coloration à base de miel qui garantit une association
unique des molécules

COLOR.ME
by **KEVIN.MURPHY**

Honey based colour with molecular couple guarantee
Coloration à base de miel qui garantit une association
unique des molécules

COLOR.ME
by **KEVIN.MURPHY**

Honey based colour with molecular couple guarantee
Coloration à base de miel qui garantit une association
unique des molécules

COLOR.ME
by **KEVIN.MURPHY**

UNDERLYING PIGMENT

The underlying pigment is exposed when lightening natural or artificial colour. The depth of the hair determines which colour will be exposed when lightened.

DEPTH	UNDERTONE	COUNTERACTING COLOUR
11.	PLATINUM	
10.	PALEST YELLOW	PALEST VIOLET
9.	PALE YELLOW	VIOLET
8.	YELLOW	VIOLET
7.	ORANGE YELLOW	BLUE / VIOLET
6.	ORANGE	BLUE
5.	RED ORANGE	GREEN / BLUE
4.	RED	GREEN
3.	RED	GREEN
1.	RED	GREEN



BASIC COLOUR PRINCIPLES

PRIMARY

Colours from which all other colours are made: BLUE, YELLOW, RED. These cannot be made by mixing other colours together.

SECONDARY

A colour produced by mixing two primary colours: GREEN, ORANGE, VIOLET.

TERTIARY

Intermediate colours made by mixing either one primary colour with one secondary colour, or two secondary colours. That's why the hue is a two-word name, such as blue-green, red-violet, and yellow-orange.

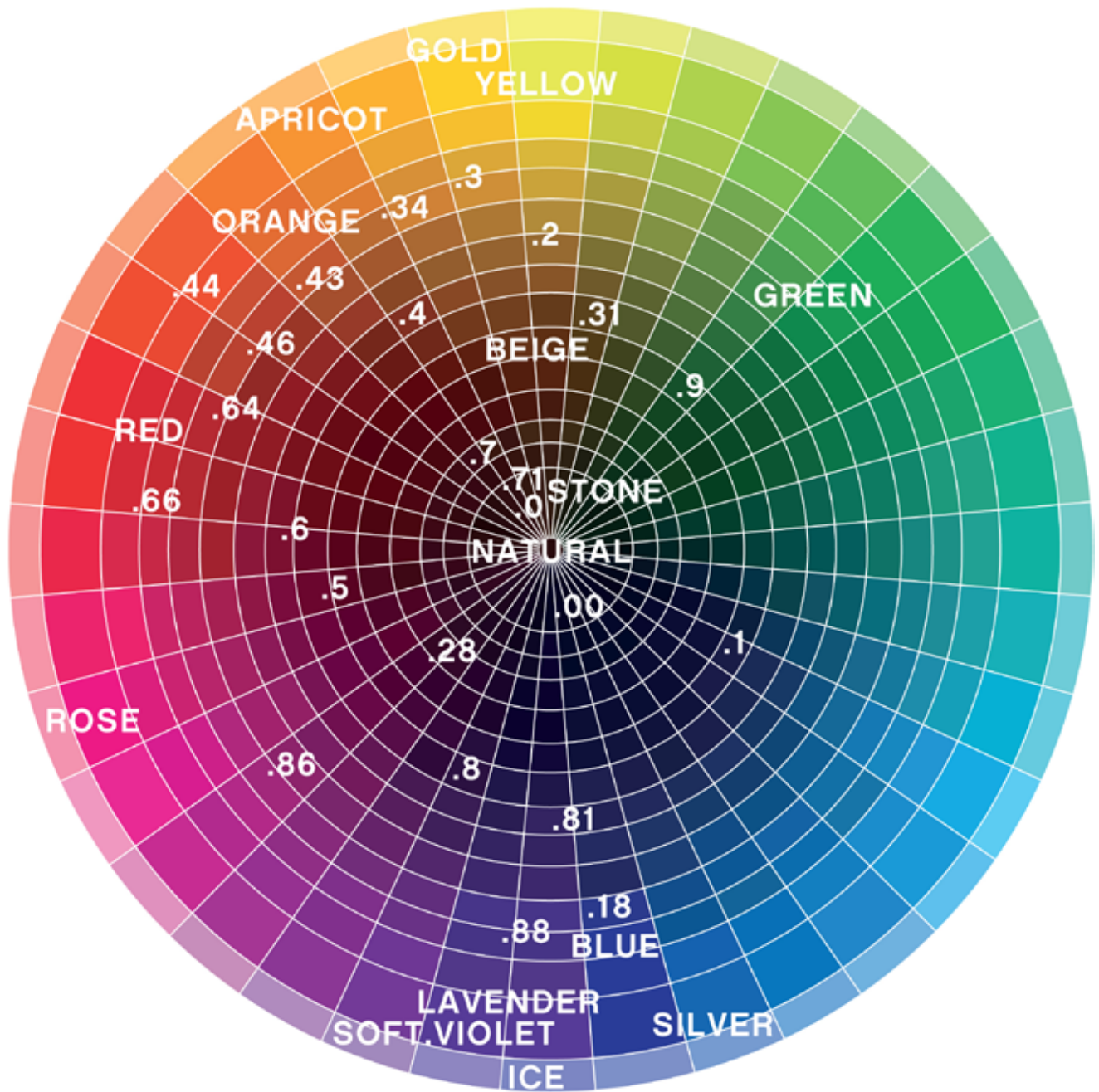
COMPLEMENTARY

Colours are situated opposite on the colour wheel e.g BLUE & ORANGE, YELLOW & VIOLET and RED & GREEN. These also counteract each other to neutralise tone.



COLOUR WHEEL

The complexity of colour becomes very simple when you understand your colour wheel and how to utilise it to create an endless amount of personalised fashion shades with COLOR.ME by KEVIN.MURPHY.



KEVIN.MURPHY ACTIVATORS

A range of premium and versatile ACTIVATORS designed to elevate your in-salon experience. Exclusively formulated for the KEVIN.MURPHY colour portfolio, these ACTIVATORS are crafted for optimal results and can be used across COLOR.ME by KEVIN.MURPHY, LIGHTENERS and KEVIN.MURPHY+CODE.

FEATURES & BENEFITS

- Enriched with Yuzu Ceramide B, a luxurious ingredient known for its hydration and strength benefits in skincare. Helps nurture hair throughout the colouring process
- Unrivalled silky finish, for a smooth and easy application
- Texture versatility, catering to colourist's application preference

LIQUID.ACTIVATOR

LIQUID.ACTIVATOR is available in 10 VOL. (3%) and 3.5 VOL. (1%) and is the ideal viscosity for a quick application using our APPLICATOR.BOTTLE and MIXING.SPHERE. Experience quick, effortless liquid refining maximising your services behind the chair while delivering brilliant, multi-dimensional results.

LIQUID.ACTIVATOR 3.5 VOL. (1%) is an instant way to upgrade your blow-dry or refine at the basin. Used with TONER, SHADES and BOOSTER.

LIQUID.ACTIVATOR 10 VOL. (3%) can be utilised with with SHADES and BOOSTER.

FEATURES & BENEFITS

- Provides quick and easy application directly from an APPLICATOR.BOTTLE
- Smooth lotion-like consistency for even distribution
- Tone-on-tone
- Darker colourations

USE IT WITH

- APPLICATOR.BOTTLE
- MIXING.SPHERE
- COLOUR.BOWL
- COLOUR.BRUSH

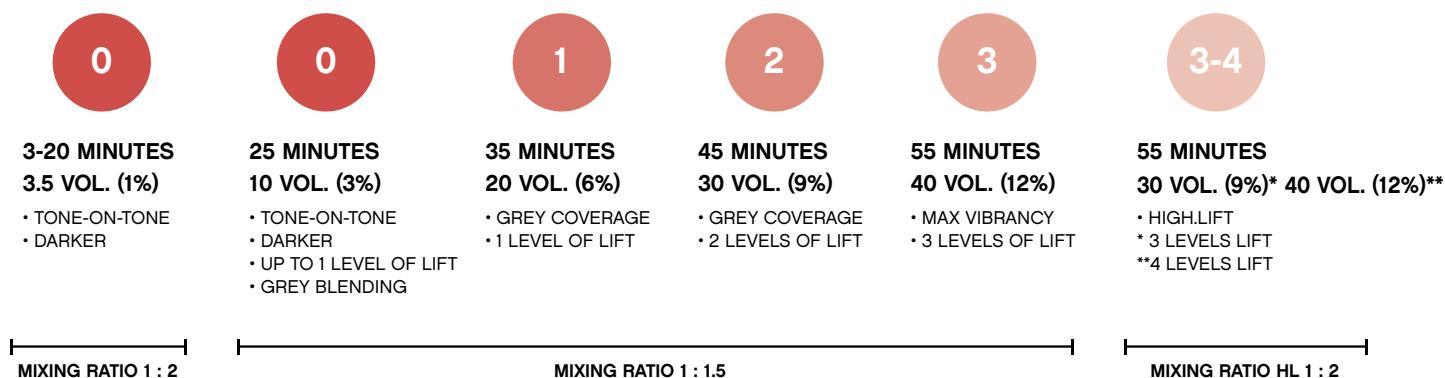


CREAM.ACTIVATOR

CREAM.ACTIVATOR comes in various concentrations for tailored colour results. The concentration of the CREAM.ACTIVATOR determines the recommended development time and results.

FEATURES & BENEFITS

- Exclusively formulated for KEVIN MURPHY colour including COLOR.ME SHADES, HIGH.LIFT, BOOSTER, TONER and LIGHTENERS
- Creamy consistency for easy application
- Ensures no running or dripping colour
- Provides a luxurious cosmetic effect on the hair
- Each CREAM.ACTIVATOR mixed with your selected SHADE will give you different durability and/or intensity







SHADES: DEPTH 1 – 11

COLOR.ME is mixed with LIQUID or CREAM.ACTIVATOR and can be mixed in various ratios to tailor your desired result:

- Different categories of permanent results
- Tone-on-tone and darker colouration
- Full grey coverage
- 0 - 3 levels lighter
- Used to refine lightened hair

MIXING RATIO FOR STANDARD COLOUR MIX

1:1.5	50 G 9.3 + 75 ML CREAM.ACTIVATOR 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)
-------	--

GREY COVERAGE

COLOR.ME SHADES

All COLOR.ME SHADES create multi-tonal coverage. However to achieve full coverage with .1 ASH, .81 VIOLET.ASH, you will need to mix with .0 NATURAL or .00 NATURAL.INTENSE for best results.

OPAQUE COVERAGE

Adding .00 NATURAL.INTENSE to your formulation will help you to achieve more dense grey coverage with solid opacity. They can be utilised alone or mixed with the desired shade.

Development time is per CREAM.ACTIVATOR 20 VOL. (6%) 35 minutes and when using CREAM.ACTIVATOR 30 VOL. (9%) 45 minutes.

PRO TIP: When you are working on resistant hair, you may extend your development time 5-10 minutes. This includes when utilising COLOUR.XELERATE.

OPAQUE COVERAGE

1:1.5

25 G 5.00 + 25 G 5.7 + 75 ML CREAM.ACTIVATOR

COLOUR BALANCING

When covering grey and then colour balancing the mid-lengths and ends, ensure you calculate development time for the new growth formula. Then apply colour balancing formula when needed. For lengths and ends, use the reflect shade only without any .0 NATURAL or .00 NATURAL.INTENSE.

GREY BLENDING

For grey blending with a demi permanent result, utilise SHADES with CREAM.ACTIVATOR 10 VOL. (3%). Apply on dry hair with a bowl and brush and develop for 25 minutes.

DEMI PERMANENT GREY BLENDING WITH SHADES

20 G 7.1 + 20 G 7.0 + 60 ML LIQUID or CREAM.ACTIVATOR 10 VOL. (3%)

PRO TIP: The cooler reflect of natural hair colour can cause extra warmth. When colouring a client with a natural ash reflect, it's important to choose a cool shade when you are trying to achieve a natural to cool result. e.g. 7.00 instead of 7.0 as this has a cooler reflect.



GREY COVERAGE SOLUTIONS

ISSUE

- Was colour mix applied sparingly or unevenly?
- Was the hair extremely dirty?
- Was the hair coarse and resistant?
- Did you apply the colour to the most resistant grey areas first?
- Was colour developed long enough?
- Was the mixing ratio accurate?
- Was .00 NATURAL.INTENSE in the formula for opaque coverage?
- Is the new growth lighter than the lengths and ends?

SOLUTION

- Take fine uniform sections and apply colour liberally
- Resistant or coarse hair may need extended development time, add an extra 5-10 minutes for more intense coverage
- Let new growth absorb colour sufficiently before colour balancing is applied on lengths and ends
- Use scale to ensure an accurate mixing ratio
- Add .00 into your formula for more opacity
- Use CREAM.ACTIVATOR 30 VOL. (9%) if natural hair needs to be lifted 2 levels plus 30 VOL. (9%) for greater coverage
- Ensure the hair is clean



CLEAR

For a natural sun-kissed effect on uncoloured and previously coloured hair and perfect for colour balancing on lengths and ends.

CLEAR has the ability to shift natural hair colour without depositing reflect.

- CLEAR prevents colours from building up
- Prevents colour from darkening on highly porous hair
- Creates vibrant colour shine
- Recommended for colour balancing
- Softens new growth
- Brightens dull blonde hair
- Reduces opacity of your colour when mixed with a SHADE

MIXING RATIO SUN-KISSED RESULTS

1 : 1.5

50 G CLEAR + 75 ML LIQUID OR CREAM.ACTIVATOR 10 VOL. (3%)

DEVELOPMENT TIME: 25 MINUTES



CLEAR
TRANSPARENT
9230

des teintures temporaires au henné noir. Porter des gants appropriés. Utilisation externe. Bien rincer les cheveux après application.

NL Permanente haarkleur met honing.

Instructies: mengverhouding 1:1,5 / extra lit. 12

Aanbrengen: onmiddellijk na bereiding het mengsel gelijkmatig door droog haar verspreiden. Na inwerken volledig uitspoelen onder stromend water.

WAARSCHUWING: Haarkleurproducten kunnen ernstige allergische reacties veroorzaken. Lees de instructies en volg deze op. Uitsluitend voor professioneel gebruik. Dit product bevat ingrediënten die bij bepaalde personen huidirritatie kunnen veroorzaken, voor het gebruik moet een voorlopige test te worden uitgevoerd volgens de bijgeleverde instructies. Dit product mag niet worden gebruikt voor het wassen van wimpers of wenkbrauwen, dit kan blindheid veroorzaken. Dit product is niet bedoeld voor gebruik door minderjarige onder de 16-jarigen. Het gebruik van henna, kunnen de kans op product niet gebruiken bij kinderen die in het verleden een allergische reactie hebben gehad op een kleurbehandeling. Klanten die in het verleden een op goede reactie hebben een zwarte henna tatoeage met haarkleurproducten gebruiken, na het aanbrengen het haar goed spoelen.

DA Permanent hårlarve med hanning.

Anvisninger: Hårlarve med hanning 1:1,5. Hanning 12.

Anvendelse: Efter du har påført blandingen, fordel den jævnt i tørt hår. Skyl med koldt vand, indtil håret er rent. Efter brug af farvestoffet, skal vandet afvaskes grundigt.

ADVARSEL: Hårlarve kan forårsage alvorlige allergiske reaktioner. Læs og følg altid produktets brugsanvisning. Dette produkt er kun beregnet til professionel brug. Dette produkt kan forårsage hudirritation, før brug bør der udføres en forløbsprøve. Brug af henna, kan øge risikoen for hudirritation.





COLOUR BALANCING

The perfect art of touching up previously coloured lengths and ends without creating unwanted darker colouration.

NORMAL FADE:

Take the SHADE for the new growth, add equal amount of CLEAR and use with LIQUID or CREAM.ACTIVATOR 10 VOL. (3%).

If you added NATURAL .0 or NATURAL.INTENSE .00 for grey coverage to your formula on the new growth, use colour balancing on lengths and ends with the target SHADE only.

MIXING RATIO FOR COLOUR BALANCING

1 : 1.5

25 G 6.7 + 25 G CLEAR + 75 ML LIQUID OR CREAM.ACTIVATOR
10 VOL. (3%)

DEVELOPMENT TIME: 25 MINUTES

FADAGE SOLUTIONS

ISSUE

- Colour washes out too quickly
- Fades warm quickly and looks dull
- Didn't look deep or dense enough on application

SOLUTION

- For highly porous hair with uneven colour, apply EVERLASTING.COLOUR LEAVE-IN prior to colour and blow dry into the hair
- If the hair is porous, the hair may need less development time due to rate of absorption
- Recommend prescribed home maintenance





SOFTENING NATURAL DEPTH

This is the term that can be referred to as “breaking the base”. Softening the natural is achieved by adding CLEAR with a SHADE like 8.1, 9.81, 9.1 in equal parts and applying it to dry hair so it shifts the natural hair to one shade lighter with LIQUID or CREAM.ACTIVATOR 10 VOL. (3%). As you are shifting the hair lighter you will expose underlying pigment, so ensure you either counteract it if you don’t want warmth or enhance it if you’re after a golden or warm end result.

EXAMPLES:

Warm result: 10 G CLEAR + 10 G 9.2 + 30 G LIQUID OR CREAM.ACTIVATOR 10 VOL. (3%)

Natural result: 10 G CLEAR + 10 G 9.81 + 30 G LIQUID OR CREAM.ACTIVATOR 10 VOL. (3%)

Natural to Cool result: 10 G CLEAR + 10 G 9.1 + 4 G 20% SOFT.VIOLET + 30 G LIQUID OR CREAM.ACTIVATOR 10 VOL. (3%)

MIXING RATIO FOR SOFTENING THE NATURAL DEPTH

1 : 1.5

25 G CLEAR + 25 G 9.81 + 75 ML LIQUID OR CREAM.ACTIVATOR 10 VOL. (3%)



HIGH.LIFT

Beautiful high lifting blonde shades with up to 4 levels of ammonia-free lightening. Lighten and deposit your chosen reflect in just one step. Add up to 20% BOOSTER for personalised cooler or warmer results.

HIGH.LIFT SHADES:

HL100 = HIGH.LIFT VERY.LIGHT.NATURAL

HL101 = HIGH.LIFT VERY.LIGHT.ASH

HL108 = HIGH.LIFT VERY.LIGHT.VIOLET

MIXING RATIO FOR HIGH.LIFT SHADES

1 : 2	50 G HL101 + 100 ML CREAM.ACTIVATOR 30 VOL. (9%)	3 LEVELS LIFT
1 : 2	50 G HL101 + 100 ML CREAM.ACTIVATOR 40 VOL. (12%)	4 LEVELS LIFT
DEVELOPMENT TIME: 55 MINUTES		



BOOSTER

Can be added to all COLOR.ME SHADES. Create your own personalised shade by tailoring your colour with BOOSTER to enhance colour, counteract the underlying pigment or simply be creative with your formulation.

YELLOW: Add an intense gold reflect to coppers and blondes or deliver a golden hue to chocolates.

ORANGE: Enhance rich coppers, reds or add to chocolates to enhance a rich feeling.

RED: Enhance red reflects or counteract unwanted green hues.

SOFT.VIOLET: Counteract warmth when lightening or crystalise your shade when refining hair.

BLUE: Counteract unwanted warmth to make a cooler ash or more natural reflect. Add to red for cooler results or more violet reflects.

GREEN: Counteract unwanted red reflects or create playful spearmints or peppermints.

MIXING RATIO: Use a maximum of 20% BOOSTER with your SHADE or HIGH.LIFT to enhance colour. The amount of BOOSTER is not measured with your LIQUID or CREAM.ACTIVATOR.

MIXING RATIO FOR BOOSTER

1 : 1.5

50 G 5.7 + 10 G BOOSTER + 75 ML LIQUID OR CREAM.ACTIVATOR

TONER

Can be used to enhance, refine or soften natural or artificial hair colour. TONER adds minimal depth but refines reflect to enhance or counteract.

CRYSTAL: Shine enhancing TONER that can pastelise, crystallise or dilute any tone while adding luminosity and shine.

NATURAL: A natural reflect that helps to soften while creating evenness.

STONE: Cool steel ash, counteracts strong orange or orange-yellow shades from the hair.

BEIGE: Removes the warm edge from the colour, creating a perfect soft beige reflect.

GOLD: Adds instant warmth with a golden glow, suited for blondes, brunettes and even red heads for brightening, refining or delivering a sun-kissed effect.

APRICOT: Adds warmth and creates soft apricot shades.

ROSE: Strong pink rose shade, adding a multitude of pink options.

LAVENDER: Cool violet lavender reflects used for counteracting unwanted warmth or to add and enhance cool violet reflects.

ICE: The ultimate violet shade to enhance, brighten or cool yellow reflects and create crisp, clean blondes.

SILVER: Silvery ice-blue reflect cools down orange-yellow reflects with a soft translucent cool result.

MIXING RATIO FOR TONERS

1 : 2

25 G TONER + 50 ML LIQUID OR CREAM.ACTIVATOR 3.5 VOL. (1%)

DEVELOPMENT TIME: 3-20 MINUTES



TONER

CRYSTAL NATURAL STONE BEIGE GOLD APRICOT ROSE LAVENDER ICE SILVER



KEVIN.MURPHY+ COLOR.ME *GLOSS*™

COLOUR WITH STRENGTH AND SHINE

The KEVIN.MURPHY+COLOR.ME GLOSS™ lineup is uniquely designed as a colour and treatment in one.

Luminous, demi-permanent **colour** goes beyond **shine** to reconstruct and deeply moisturise the hair for incredible **strength** that increases every time you colour.

A modern selection of SHADE options and a variety of application techniques allow for a completely customisable hair experience.



KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Acidic hair colour treatment with
KM.BOND™ and Vitamin C
Traitement coloration acide avec
KM.BOND™ et Vitamine C

10.8 / 10V

60 mL / 2.0 Fl. Oz. Liq. e

KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Acidic hair colour treatment with
KM.BOND™ and Vitamin C
Traitement coloration acide avec
KM.BOND™ et Vitamine C

10.83 / 10V G

90 mL / 3.0 Fl. Oz. Liq. e

KEVIN.MURPHY+
COLOR.ME GLOSS™

GLOSS

Gel colour activator
Activateur de couleur en gel

GEL.ACTIVATOR

300 mL / 10.1 Fl. Oz. Liq. e

FEATURES

- Luminous, even colour results
- Acidic formula for no cuticle damage and no shift of natural melanin
- Colour without the new growth effect
- Revitalising on natural, coloured or lightened hair
- Versatile texture, compatible with a wide variety of application techniques

BENEFITS

- Nourishes, strengthens and repairs the hair fibre
- Thicker, stronger, healthier hair
- Provides vitality and intensive moisture to restore hair
- Nourishment, colour and shine all in one
- Restores the texture, shine and softness of healthy hair



KEVIN.MURPHY+ COLOR.ME *GLOSS*™

QUICK USAGE GUIDE

MAIN USE	APPLY ON	DEVELOPMENT TIME	MIXING RATIO
REFINE, TONE OR NEUTRALISE	Damp or Dry Hair	10-20 Minutes	1+2*
TONE-ON-TONE	Damp or Dry Hair	10-20 Minutes	1+2
DARKEN OR COLOUR BALANCE	Dry Hair	20 Minutes	1+2*
PASTELISE WITH CLEAR	Damp or Dry Hair	10-20 Minutes	1+2
TREATMENT FOR DAMAGED HAIR REFILL & BOND	Damp or Dry Hair	5-20 Minutes	1+2
WHEN DEVELOPMENT TIME IS COMPLETED EMULSIFY, RINSE AND APPLY COLOR.ME FINISHING REGIMEN			
*If you require more deposit and the hair is in good condition, you may adjust your mixing ratio to 1:1			
PRO TIPS			
We recommend to complete a skin sensitivity test 48 hours prior to the service			
Always consider texture and porosity			



START PART 2



FOR.ME
by **KEVIN.MURPHY**

cream lightener
crème éclaircissant
250 mL e / 8.4 Fl. Oz. Liq

FOR.ME
by **KEVIN.MURPHY**

cream lightener / ammonia-free
crème éclaircissant / sans ammoniac

250 mL e / 8.4 Fl. Oz. Liq

CREAM.LIGHTENER AMMONIA-FREE

Highly cosmetic lightening cream that performs 6 levels of controlled lift for all hair lightening techniques. An innovative hydrating and conditioning formula that leaves the hair moisturised and full of body. The cream consistency eliminates any risk of inhaling particles and it does not swell or run. It lifts both natural and previously coloured hair.

KEY INGREDIENTS:

- Murumuru Butter
- Inca Ichi Oil
- Candelilla Wax
- Corn Protein

Mix CREAM.LIGHTENER with CREAM.ACTIVATOR for up to 6 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 50 minutes

CREAM.LIGHTENER

Highly cosmetic lightening cream for maximum control and lightening ability of up to 7 levels for all application techniques. An innovative hydrating and conditioning formula that leaves the hair moisturised and full of body. The cream consistency eliminates any risk of inhaling particles and it does not swell or run. It lifts both natural and previously coloured hair.

FEATURES:

- Murumuru Butter
- Inca Ichi Oil
- Candelilla Wax
- Corn Protein

Mix CREAM.LIGHTENER with CREAM.ACTIVATOR for up to 7 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 50 minutes





KEVIN.MURPHY

REFILL

powder lightener
ammonia-free
poudre éclaircissante
sans ammoniaque

8 008277 115900

K
COLOR.ME
by **KEVIN.MURPHY**

powder lightener / ammonia-free
poudre éclaircissante / sans ammoniaque
450 g / 1.58 Oz. POIDS NET WT

POWDER.LIGHTENER AMMONIA-FREE

Created for colourists and clients that prefer ammonia free colour services. Performs 6 levels of controlled lift for all hair lightening techniques. It lifts both natural and previously coloured hair.

FEATURES:

- Aloe Vera guarantees a gentle and conditioning formula
- A scent of berries ensures a pleasant service experience
- Dust-free powder eliminates the risk of inhalation

Mix POWDER.LIGHTENER AMMONIA-FREE with CREAM.ACTIVATOR for up to 6 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 45 minutes



POWDER.LIGHTENER

This POWDER.LIGHTENER has a flexible consistency making it user-friendly and ideally suited for all lifting techniques. Uniform and even results are guaranteed with its gradual and progressive lifting action. Performs 7 levels of controlled lift for all hair lightening techniques.

FEATURES:

- Soft blue reflect to help counteract unwanted yellow warmth
- Used for darker hair for extra lightening
- Dust-free powder eliminates the risk of inhalation

Mix POWDER.LIGHTENER with CREAM.ACTIVATOR for up to 7 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 45 minutes

ULTIMATE.LIGHTENER

Experience maximum lift and clean blonde results with up to 9 levels of lift and bond protection. The ULTIMATE.LIGHTENER for achieving brilliant blonde results while preserving the integrity of the hair.

FEATURES:

- The sugar derivatives in ULTIMATE.LIGHTENER protect the integrity of the hair during the lightening process
- Hydrolysed rice protein delivers stronger, more voluminous hair with more shine and flexibility. Strengthens and adds volume.
- Black cumin seed oil helps to improve the integrity of the hair and delivers luminous shine

Mix ULTIMATE.LIGHTENER with CREAM.ACTIVATOR for up to 9 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 90 minutes



FREESTYLE.LIGHTENER

Our clay-based lightener offers you creative freedom like never before. Ideal for freehand applications, FREESTYLE.LIGHTENER will bring out your inner artist as you paint, lift and highlight to create natural sun-kissed results every time. This gentle, non-drip LIGHTENER is rich in Kaolin Clay to help increase hair elasticity plus create a silky clay consistency that doesn't dry out, and offers up to 7 levels of lift.

FEATURES:

- Rich in Kaolin Clay to help increase elasticity
- Delivers up to 7 levels of lift
- Allows for more controlled application of colour
- Eliminates the need for foils

Mix FREESTYLE.LIGHTENER with CREAM.ACTIVATOR for up to 7 levels of lightening.

MIXING RATIO: 1:2

DEVELOPMENT TIME: Up to 45 minutes

KEVIN.MURPHY

Color.Me
by **KEVIN.MURPHY**
freestyle.lightener

Clay-based lightener for freehand applications
Éclaircissant à base d'argile pour applications à main levée

NET WT. / POIDS NET 200 G / 7.1 OZ. e

KEVIN.



PREPARING FOR COLOUR CORRECTION

Consultation and realistic expectations are the key to a successful colour corrective appointment. Always diagnose your client thoroughly and break down what needs to happen in simple sequential steps.

Before you book your clients appointment, we recommend setting up a pre-consultation to manage your schedule efficiently and set up client expectations. This can be done in-person, virtually through Facetime, Google Meet, WhatsApp or Messenger or through images and text on Instagram.

DURING CONSULTATION CONSIDER THE FOLLOWING:

1. Are the client's wishes realistic?
2. How often can they visit the salon?
3. Client's hair quality, lifestyle and budget.
4. Initial depth and reflect.
5. Build up of artificial colour.

DURING THE CONSULTATION DISCUSS:

1. The main goal of the visit. Guide your client on what is achievable at each appointment and provide a realistic time frame.
2. Explain how long the service will take today and discuss a colour map that sets up future appointments for your client to achieve their goal and maintain their colour.
3. Quote the cost to achieve today's result and include, ongoing in-salon services and home maintenance.
4. Advise home maintenance to maintain the colour service and treat the hair inbetween services.

Always schedule your clients next appointment before they leave the salon to ensure the colour is maintained and you progress through your clients colour map.

CLIENT NAME:

DATE:

TEXTURE Fine Medium Coarse

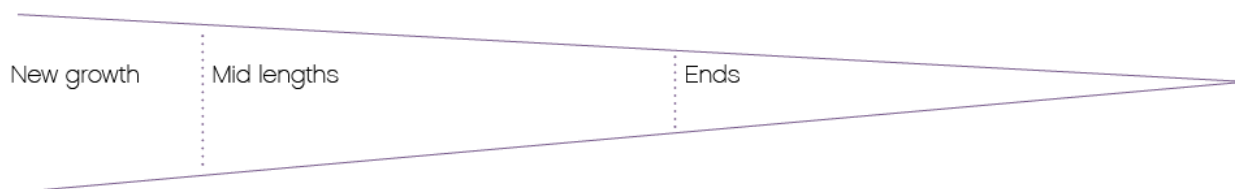
POROSITY

New growth Resistant Normal Sensitised Highly Sensitised

Mids lengths Resistant Normal Sensitised Highly Sensitised

Ends Resistant Normal Sensitised Highly Sensitised

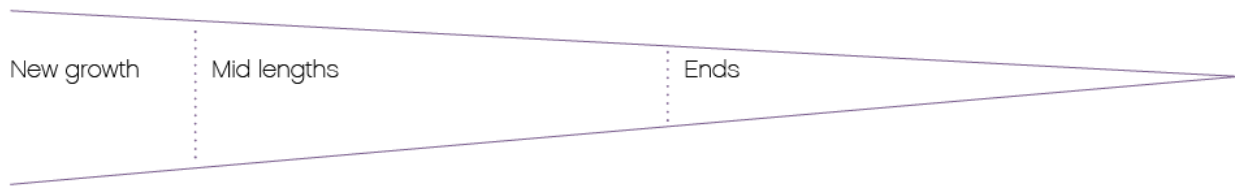
EXISTING & TARGET



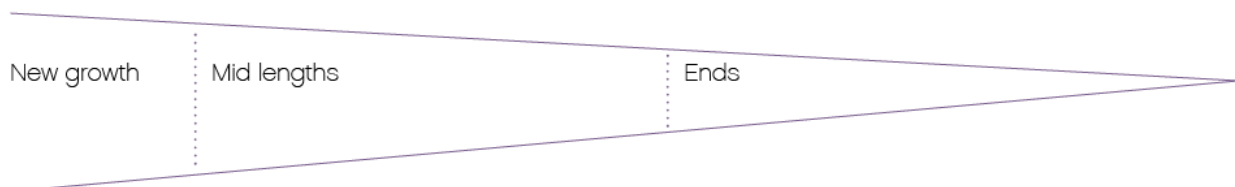
- | | | |
|---|---|---|
| <input type="radio"/> Natural | <input type="radio"/> Natural | <input type="radio"/> Natural |
| <input type="radio"/> Coloured Darker / Lighter | <input type="radio"/> Coloured Darker / Lighter | <input type="radio"/> Coloured Darker / Lighter |
| <input type="radio"/> Highlighted | <input type="radio"/> Highlighted | <input type="radio"/> Highlighted |
| <input type="radio"/> Lightened | <input type="radio"/> Lightened | <input type="radio"/> Lightened |

% OF GREY 0 - 30% 30 - 50% 50 - 100%

TARGET COLOUR



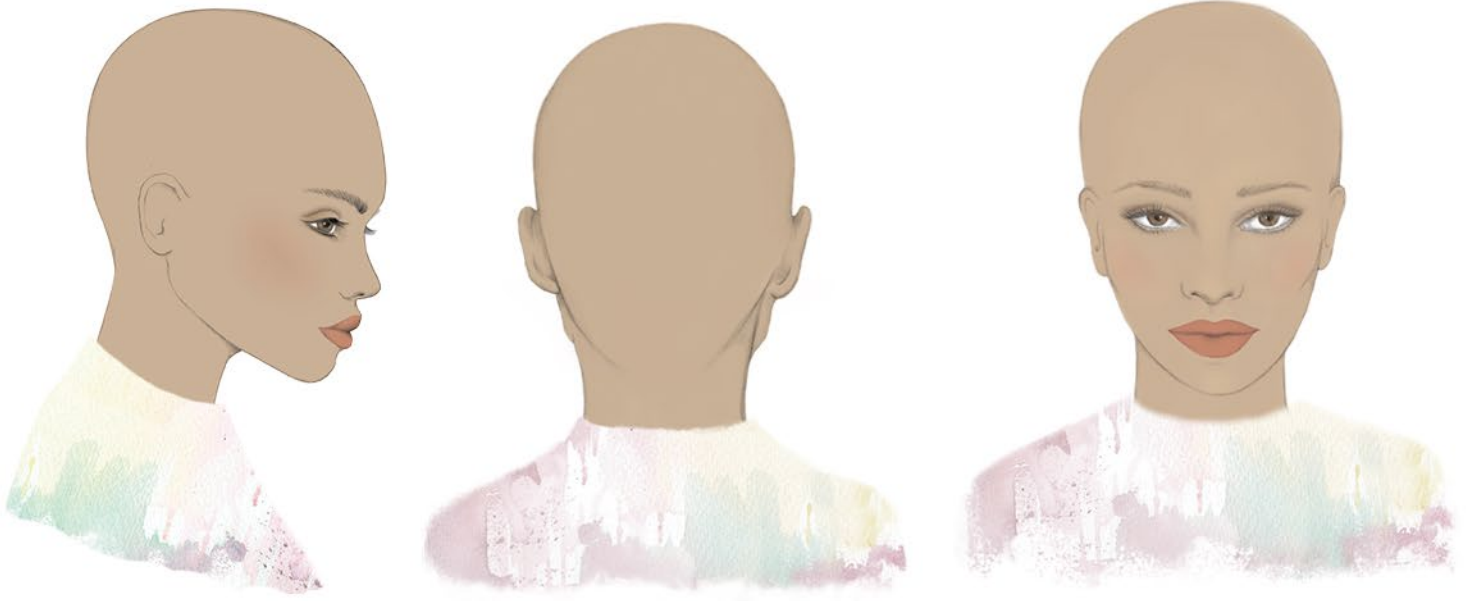
FORMULA



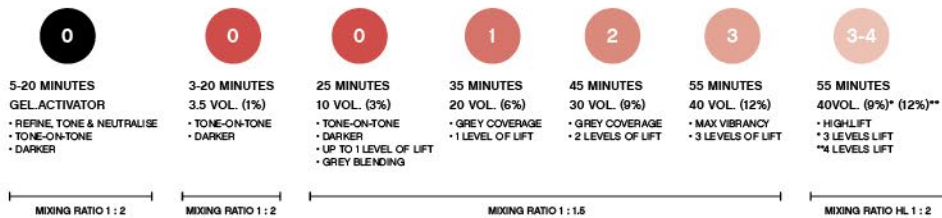
DEVELOPMENT TIME

New growth
Mid lengths
Ends

APPLICATION



HOME MAINTENANCE & NEXT APPOINTMENT



ACTIVATOR



COLOR.ME



COLOR.ME GLOSS



REMOVAL OF COLOUR WITH SOFT LIGHTENING MIX

Soft lightening mix is utilised on freshly coloured hair or unwanted reflect with up to 2 levels of lift.

This technique is very gentle on the hair.

We recommend COLOR.ME POWDER.LIGHTENER for our soft lightening mix.

MIXING RATIO: 1:4 10 G POWDER.LIGHTENER + 40 ML CREAM.ACTIVATOR 3.5 VOL. (1%) or 10 VOL. (3%).

DEVELOPMENT TIME: Should not exceed 45 minutes.

1. Apply soft lightening mix evenly to dry, previously coloured areas, avoiding the uncoloured hair.
2. When desired lightening has been achieved, rinse and apply EVERLASTING.COLOUR WASH, then rinse.
3. Rinse and apply the finishing regimen.



TOO DARK SOLUTIONS

ISSUE

- The formula for lengths and ends was too dark
- The client's texture was fine and absorbed more colour
- The client's hair had high porosity so the colour absorbed quickly and was too intense
- Development time was too long

SOLUTION

COLOR.ME "Quick-Fix": CLEAR is mixed with LIQUID or CREAM.ACTIVATOR 10 VOL. (3%) in a 1:2 ratio and applied onto the darker areas and developed visually for 35 minutes to gently disperse colour molecules.

For a stronger removal, please use soft lightening mix.

TOO COOL SOLUTIONS

ISSUE

- Formula with .0 NATURAL and .00 NATURAL.INTENSE shade from the new growth area was emulsified into lengths and ends
- Cool formula for lightening was emulsified into pre-lightened area
- SHADE chosen was simply too cool
- The chosen SHADE is too cool for the texture of finer hair

SOLUTION

Use “Quick-Fix” with CLEAR + CREAM.ACTIVATOR 10 VOL. (3%) or CREAM.ACTIVATOR 3.5 VOL. (1%) and develop visually to remove excessive cool reflect by brightening the result and removing cool reflect.

NOTE: 10 VOL. (3%) will offer more shifting ability than 3.5 VOL (1%)

COLOR.ME DARKER RE-PIGMENTING / FILLING

Re-pigmenting the hair is required on previously lightened hair when you want to achieve a brunette or darker hair colour that is 3 or more levels darker than the existing colour. The result of re-pigmenting will enable longevity of your target colour.

Below suggested formulation is for natural looking end results.

STEP 1: Apply re-pigmentation sparingly onto light areas.

STEP 2: Remove excess product. Do not develop, do not rinse.

STEP 3: Apply target or appropriate shade directly on top of re-pigmentation.

STEP 4: Develop per LIQUID or CREAM.ACTIVATOR.

STEP 5: Apply the finishing regimen.



STEP 1: RE-PIGMENT/FILLER		STEP 2: COLOUR FORMULA
MIXING RATIO	1 : 2	1 : 1.5
DEVELOPMENT TIME	NO DEVELOPMENT TIME / DO NOT RINSE OUT	APPLY ON TOP OF "RE-PIGMENTATION" DEVELOP FOR 25 MINUTES
TARGET DEPTH		
8.	9.3 + 3.5 VOL. (1%)	8.0 + 10 VOL. (3%)
7.	8.34 + 3.5 VOL. (1%)	7.0 + 10 VOL. (3%)
6.	7.43 + 3.5 VOL. (1%)	6.0 + 10 VOL. (3%)
5.	6.43 + 3.5 VOL. (1%)	5.0 + 10 VOL. (3%)
4.	5.43 + 3.5 VOL. (1%)	4.0 + 10 VOL. (3%)
3.	4.43 + 3.5 VOL. (1%)	3.0 + 10 VOL. (3%)
1.	4.43 + 3.5 VOL. (1%)	1.0 + 10 VOL. (3%)
When development time is complete: Emulsify, rinse and apply the finishing regimen.		

NOTE: LIQUID or CREAM.ACTIVATOR can be used in the re-pigmenting / filling process.

COLOUR CORRECTION

TOOLS USED

- COLOUR.TAIL.COMB
- COLOUR.BRUSH

FORMULA

A 6.43 + LIQUID or CREAM.ACTIVATOR 3.5 VOL. (1%)

B 5.0 + LIQUID or CREAM.ACTIVATOR 10 VOL. (3%)

STEP 1: Use your COLOUR.TAIL.COMB to create four sections. Apply FORMULA A with the COLOUR.BRUSH sparingly to the lightened areas of the hair to add the desired re-pigmentation.

STEP 2: Remove excess product with a paper towel. Do not rinse, do not develop.

STEP 3: Apply FORMULA B directly on top of the re-pigmentation.

STEP 4: Develop, rinse and apply the finishing regimen.

PRO TIPS

Re-pigmentation is necessary when going three levels or darker with COLOR.ME.

Don't oversaturate the hair with your re-pigmentation formula to ensure an even and thorough application of your target shade.



TOO LIGHT SOLUTIONS

ISSUE

- Selected SHADE and LIQUID or CREAM.ACTIVATOR created too much lightening due to incorrect choice
- The client's hair texture was fine and lightened too much
- Colour was developed longer than recommended

SOLUTION

- Refine your colour utilising SHADES 1-11 with LIQUID or CREAM.ACTIVATOR 3.5 VOL. (1%) or 10 VOL. (3%) or a TONER with LIQUID or CREAM.ACTIVATOR 3.5 VOL. (1%) where required.
- Consider if the hair needs pre pigmenting / filling to help ensure you get the correct density and colouration.

PRO TIP

COLOR.ME GLOSS is a great option to help glaze, refine or to add a small amount of depth while strengthening the hair.



APPLICATION

FIRST TIME COLOURATION

When the desired result is one level lighter or more than the natural hair, we recommend using this application method as mid-lengths and ends colour is absorbed faster at the new growth than on lengths and ends. A two-step application is used to balance and create an even colour result.

STEP 1: Apply colour on lengths and ends just off the new growth area and develop for half of normal development time.

STEP 2: Apply colour on new growth, develop for normal development time.

STEP 3: When development time is complete, apply finishing regimen.



STEP 1



STEP 2



STEP 3

COLOUR BALANCING

Applied to hair with a new growth no longer than 2.5 cm / 1 inch long.

STEP 1: Using a precise application method, apply target colour on new growth.

STEP 2: Work in a cross section across the head as shown.

STEP 3: Apply colour balancing formula on lengths and ends.

STEP 4: Develop as per LIQUID or CREAM.ACTIVATOR. Colour balancing needs to be calculated into the development time for the new growth.

STEP 5: When development time is complete, emulsify, apply finishing regimen.



STEP 1



STEP 2



STEP 3



STEP 4

POST COLOUR AND LIGHTENING SERVICES

At the completion of each colour service, be sure to use the following products from the KEVIN.MURPHY range to close the cuticle and stabilise colour.

STEP 1: Once development time is complete, emulsify and rinse.

STEP 2: Apply EVERLASTING.COLOUR WASH, lather and rinse.

STEP 3: Apply EVERLASTING.COLOUR RINSE for 2 minutes and rinse.

STEP 4: Towel dry well and apply EVERLASTING.COLOUR TREATMENT (optional).

STEP 5: For extra protection apply EVERLASTING.COLOUR LEAVE-IN.

STEP 6: Style as desired.



QUICK USAGE GUIDE

PRODUCT	USAGE	RESULTS
SHADES LEVEL 1 - 11	SOFT COLOURATION	TONE-ON-TONE, DARKER
		TONE-ON-TONE, DARKER, UP TO 1 LEVEL LIFT
	LIFTING NATURAL HAIR COLOUR	1 LEVEL OF LIFT
		2 LEVELS OF LIFT
		3 LEVELS OF LIFT
	GREY COVERAGE WITH MULTI-TONAL EFFECTS CLASSIC OPAQUE RESULTS MIX SHADE WITH NATURAL	DARKER, TONE-ON-TONE, 1 LEVEL OF LIFT
2 LEVELS OF LIFT		
HIGH.LIFT	HIGH.LIFT RESULTS	3 LEVELS OF LIFT
		4 LEVELS OF LIFT
BOOSTER	UP TO 20% CAN BE ADDED TO THE SHADE ON TOP OF THE COLOUR MASS	BOOSTING THE INTENSITY, COUNTERACTING UNWANTED TONE, ENHANCING THE REFLECT
	COLOUR EFFECTS ON PRE-LIGHTENED HAIR	TONING
CLEAR	SUN-KISSED EFFECT	UP TO 1 LEVEL OF LIFT
	COLOUR BALANCING	1 PART TARGET + 1 PART CLEAR
TONER	COLOUR REFINING	SHADING/CONTROL ON PRE-LIGHTENED HAIR
CREAM.LIGHTENER	FOR LIGHTENING NATURAL AND PREVIOUSLY COLOURED HAIR	UP TO 7 LEVELS OF LIFT
		NEW GROWTH APPLICATION
CREAM.LIGHTENER AMMONIA-FREE	FOR LIGHTENING NATURAL AND PREVIOUSLY COLOURED HAIR	UP TO 6 LEVELS OF LIFT
		NEW GROWTH APPLICATION
POWDER.LIGHTENER	FOR LIGHTENING NATURAL AND PREVIOUSLY COLOURED HAIR	UP TO 7 LEVELS OF LIFT
		NEW GROWTH APPLICATION
POWDER.LIGHTENER AMMONIA-FREE	FOR LIGHTENING NATURAL AND PREVIOUSLY COLOURED HAIR	UP TO 6 LEVELS OF LIFT
		NEW GROWTH APPLICATION
FREESTYLE.LIGHTENER	BALAYAGE, OMBRE AND FREEHAND PAINTING FOR NATURAL AND COLOURED HAIR	UP TO 7 LEVELS OF LIFT
ULTIMATE.LIGHTENER	FOR LIGHTENING NATURAL AND PREVIOUSLY COLOURED HAIR	UP TO 9 LEVELS OF LIFT
		NEW GROWTH APPLICATION
FINISH	WHEN DEVELOPMENT TIME IS COMPLETED EMULSIFY,	

CREAM.ACTIVATOR	LIQUID.ACTIVATOR	MIXING RATIO	DEVELOPMENT TIME (MINUTES)	
3.5 VOL. (1%)	3.5 VOL. (1%)	1 : 2	3 - 20	
10 VOL. (3%)	10 VOL. (3%)	1 : 1.5	25	
20 VOL. (6%)	NOT APPLICABLE	1 : 1.5	35	
30 VOL. (9%)			45	
40 VOL. (12%)			55	
20 VOL. (6%)	NOT APPLICABLE	1 : 1.5	35	
30 VOL. (9%)			45	
30 VOL. (9%)	NOT APPLICABLE	1 : 2	55	
40 VOL. (12%)				
3.5 VOL. (1%), 10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)	3.5 VOL. (1%) 10 VOL. (3%)	AS PER ACTIVATOR		
3.5 VOL. (1%)	3.5 VOL. (1%)	1 : 2	20	
10 VOL. (3%)	10 VOL. (3%)	1 : 1.5	25	
			3 - 25	
3.5 VOL. (1%)	3.5 VOL. (1%)	1 : 2	3 - 20	
10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)	NOT APPLICABLE	1 : 2	50 MAXIMUM	
MAX. 20 VOL. (6%)				
10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)				
MAX. 20 VOL. (6%)				
10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)			45 MAXIMUM	
MAX. 20 VOL. (6%)				
10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)				
MAX. 20 VOL. (6%)				
10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)				90 MAXIMUM
MAX. 20 VOL. (6%)				
RINSE AND APPLY THE FINISHING REGIMEN				



KEVIN.MURPHY+ BLONDEHIGH.LIFT

The first product in the KEVIN.MURPHY+BLONDE range, featuring six high lift shades designed to achieve ultra-light blonde results with warm, cool, and neutral options.

This gentle yet high-performance solution lightens hair up to five levels for optimum lift and neutralisation, all while protecting the hair's integrity, thanks to the KM.ARGAN-SPHERE breakthrough technology.

Six essential shades with an optimised combination of colour pigments offer a variety of blonde possibilities, giving license to shine brightly and brilliantly.

BENEFITS

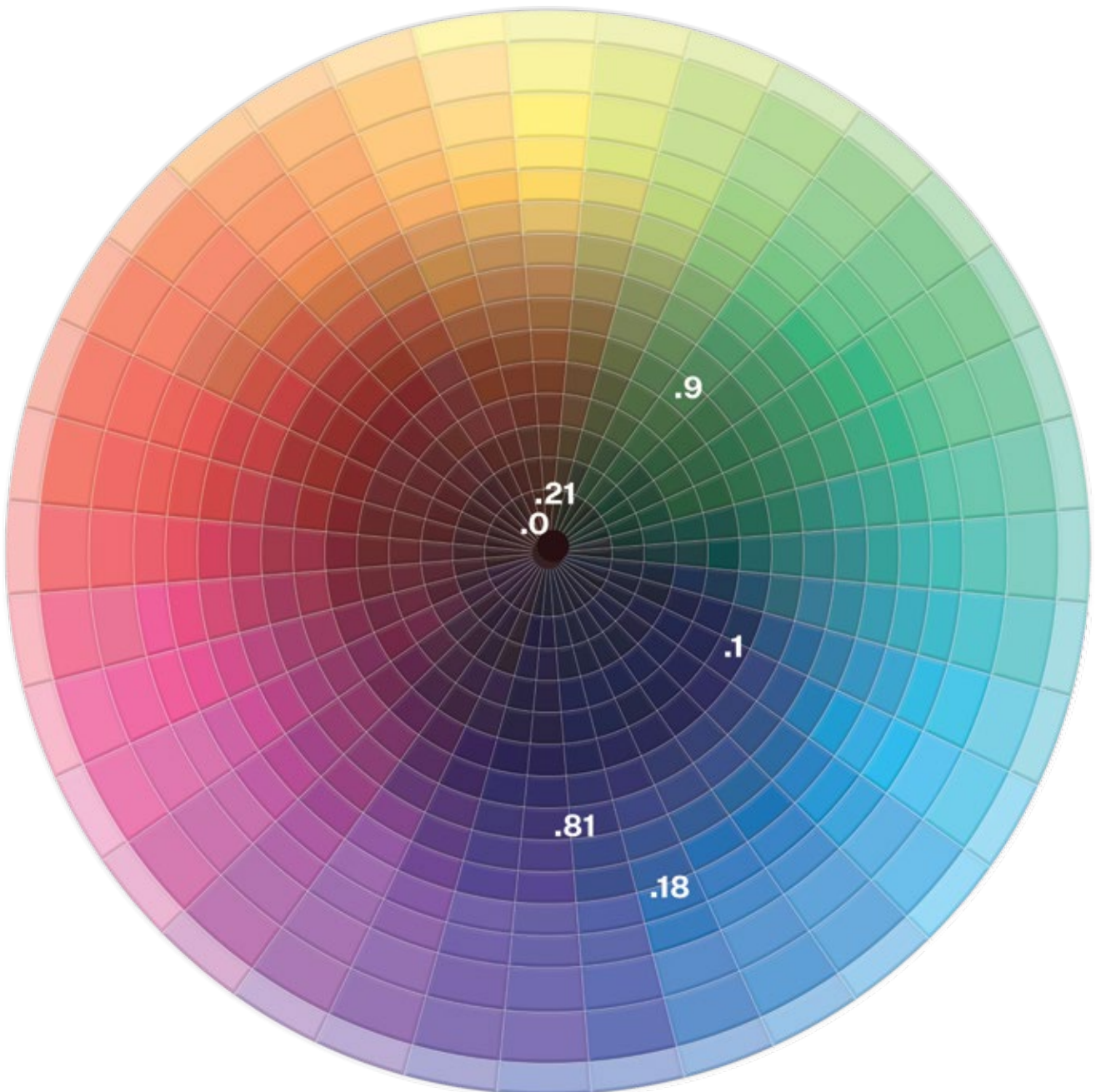
- Up to 5 levels of lightening plus refining and toning in one easy application
- Delivers a clear spectrum of blonde reflects on a 5 depth or lighter, without use of lighteners and toners
- Organic Argan Oil aids in nourishing and revitalising the hair while adding shine
- KM.ARGAN-SPHERE technology creates a smooth viscosity with superior spreadability for fast, precise and even colour results on all hair textures
- Breakthrough FLORAL.ACCORD COMPLEX fragrance



KEVIN.MURPHY+
BLONDE.HIGH.LIFT
Permanent high lift colour with argan oil
Coloration ultra éclaircissante permanente avec huile d'argan

BLONDE HIGH.LIFT SHADES

The natural depth, texture and underlying pigment determine how strong you need your counteracting colour to be to achieve a cool, natural or warm end result.



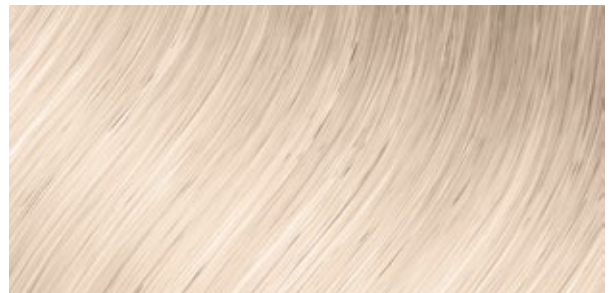
HL 12.0 / 12N

ULTRA.LIGHT.NATURAL



HL 12.21 / 12BA

ULTRA.LIGHT.BEIGE.ASH



HL 12.81 / 12VA

ULTRA.LIGHT.VIOLET.ASH



HL 12.18 / 12AV

ULTRA.LIGHT.ASH.VIOLET



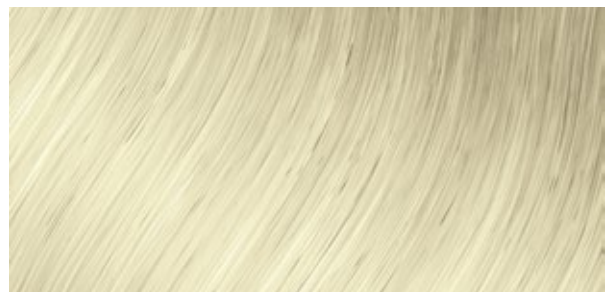
HL 12.1 / 12A

ULTRA.LIGHT.ASH



HL 12.9 / 12M

ULTRA.LIGHT.MATTE





KEVIN.MURPHY+
BLONDE
HIGH.LIFT
Permanent high lift colour with argan oil
Coloration ultra éclaircissante permanente avec huile d'argan

KEVIN.MURPHY+ BLONDEHIGH.LIFT

USAGE GUIDELINES

The amount of lightening you require determines which CREAM.ACTIVATOR you choose.

MIXING RATIO FOR KEVIN.MURPHY+BLONDE HIGH.LIFT				
1 : 2	25 G 12.81 + 50ML CREAM.ACTIVATOR 30 VOL. (9%) or 40 VOL. (12%)			
USAGE GUIDELINES				
LEVELS OF LIFT	COLOR.ME CREAM.ACTIVATOR	MIXING RATIO	DEVELOPMENT TIME	
			WITHOUT HEAT	WITH HEAT
3 - 4	30 VOL. (9%)	1 : 2	50 - 60 minutes	30 - 40 minutes
4 - 5	40 VOL. (12%)			

- BLONDE HIGH.LIFT is mixed with CREAM.ACTIVATOR 30 VOL. (9%) and 40 VOL. (12%)
- The mixing ratio is 1 part BLONDE HIGH.LIFT to 2 part CREAM.ACTIVATOR 30 VOL. (9%) or 40 VOL. (12%)
- When you require 3 - 4 levels of lightening choose CREAM.ACTIVATOR 30 VOL. (9%)
- When you require 4 - 5 levels of lightening choose CREAM.ACTIVATOR 40 VOL. (12%)



BLONDE HIGH.LIFT + CODE SPECIAL

SPECIAL colours can be added to BLONDE HIGH.LIFT to tailor your colouring needs. By incorporating these, you can neutralise, counteract, or add warmth to your BLONDE HIGH.LIFT colour.

We recommend a maximum of 1.5g of SPECIAL to 30g of BLONDE HIGH.LIFT. Add your chosen ACTIVATOR for the total mass of colour.

SPECIALS: YELLOW, ORANGE, RED, PINK, VIOLET, BLUE, ASH, TEAL

BLONDE HIGH.LIFT + CODE SPECIAL

1 : 2

30G 12.81 + 1.5G ASH + 63 ML 30 VOL. (9%) CREAM.ACTIVATOR

SAFETY GUIDELINES

COLOR.ME BY KEVIN.MURPHY SHADES

WARNING: This product may cause allergic reactions. A sensitivity test is recommended 48 hours before application. The product is suitable for off-scalp application. Do not apply the product to sensitive, irritated or broken skin. Do not use to lighten eyelashes or eyebrows. To do so may cause blindness. In case of contact with eyes, skin or clothes, rinse immediately with water.

If irritation persists, seek medical advice. This product is not to be used by minors under the age of 16. Temporary black henna tattoos may increase the risk of allergies. Do not colour hair: - if the client has developed a rash, - if the client has suffered allergic reactions after previous technical colouring services, - if the client has suffered allergic reactions after temporary black henna tattoos. Wear suitable gloves. Do not use metal tools. For external use only. Do not inhale or ingest. Rinse hair well after application. Use as directed. Do not mix COLOR.ME by KEVIN.MURPHY with other brands. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.

COLOR.ME BY KEVIN.MURPHY LIGHTENERS

WARNING: Read and follow the directions for use printed on the packaging. Do not exceed recommended processing time. Wear gloves. Do not use heat. The product is suitable for off-scalp application. Do not apply the product to sensitive, irritated or broken skin. Do not use to lighten eyelashes or eyebrows. To do so may cause blindness. In case of contact with eyes, skin or clothes, rinse immediately with water. If irritation persists, seek medical advice. Keep out of reach of children. Use the lightening mix immediately. Dispose of any unused mix. Do not leave the lightening mix in a sealed container as this could cause the container to burst. Store in a cool, dry place and do not expose it to any sources of heat. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.



KEVIN.MURPHY+COLOR.ME GLOSS™ SHADES

Demi-permanent acidic liquid hair colour with KM.BOND² and Vitamin C.

INSTRUCTIONS: Use a mixing ratio of 1:2 with GEL.ACTIVATOR.

APPLICATION: Apply evenly to dry or wet hair. After processing time, rinse out with plenty of water until it runs clean.

WARNING: Hair colorants can cause severe allergic reactions. Read and follow instructions. Wear suitable gloves. A sensitivity test is recommended 48 hours before application. Do not apply to sensitive, irritated, or broken skin. Do not use to dye eyelashes or eyebrows. To do so may cause blindness. In case of contact with eyes, skin or clothes, rinse immediately with water. If irritation persists, seek medical advice. This product is not intended for use on persons under the age of 16. Temporary black henna tattoos may increase the risk of allergies. Do not colour hair: - if the client has developed a rash, - if the client has suffered allergic reactions after previous technical colouring services, - if the client has suffered allergic reactions after temporary black henna tattoos. Rinse hair well after application. For external use only. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.

KEVIN.MURPHY+COLOR.ME GLOSS™ CLEAR

INSTRUCTIONS: Use a mixing ratio of 1:2 with GEL.ACTIVATOR.

APPLICATION: Apply evenly to dry or wet hair. After development time, rinse out with plenty of water until it runs clean.

WARNING: Hair colorants can cause severe allergic reactions. Read and follow instructions. Wear suitable gloves. A sensitivity test is recommended 48 hours before application. Do not apply to sensitive, irritated, or broken skin. Do not use to dye eyelashes or eyebrows. To do so may cause blindness. In case of contact with eyes, skin or clothes, rinse immediately with water. If irritation persists, seek medical advice. This product is not intended for use on persons under the age of 16. Temporary black henna tattoos may increase the risk of allergies. Do not colour hair: - if the client has developed a rash, - if the client has suffered allergic reactions after previous technical colouring services, - if the client has suffered allergic reactions after temporary black henna tattoos. Rinse hair well after application. For external use only. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.

KEVIN.MURPHY+COLOR.ME GLOSS™ GEL.ACTIVATOR

GEL.ACTIVATOR contains hydrogen peroxide at 5 VOL. (1.5%).

WARNING: Contains hydrogen peroxide. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Wear suitable gloves. KEVIN.MURPHY+COLOR.ME GLOSS™ - GEL.ACTIVATOR is intended to be mixed only with KEVIN.MURPHY+COLOR.ME GLOSS™ shades. Use only as directed. Store upright in a cool place away from heat and sunlight. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.



KEVIN.MURPHY+BLONDE HIGH.LIFT

APPLICATION: As soon as you have prepared the mixture, distribute it evenly throughout dry hair. After development time, rinse out with plenty of water until it runs clean.

WARNING: Hair colorants can cause severe allergic reactions. Read and follow instructions. Wear suitable gloves. A sensitivity test is recommended 48 hours before application. Do not apply to sensitive, irritated, or broken skin. Do not use to dye eyelashes or eyebrows. To do so may cause blindness. In case of contact with eyes, skin or clothes, rinse immediately with water. If irritation persists, seek medical advice. This product is not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase the risk of allergies. Do not colour hair: - if the client has developed a rash, - if the client has suffered allergic reactions after previous technical colouring services, - if the client has suffered allergic reactions after temporary "black henna" tattoos. Rinse hair well after application. For external use only. Keep out of reach of children.

FOR PROFESSIONAL USE ONLY.

**KEVIN.MURPHY
EDUCATION**

KEVINMURPHY.COM.AU

CONNECT WITH US

