



**KEVIN.MURPHY+**  
**COLOR.ME**

**EVERLASTING.COLOUR**

IN THE SALON

# EVERLASTING.COLOUR REGIMEN

A range of colour preserving products formulated to restore and strengthen chemically treated hair, and extend the vibrancy and shine of hair colour over time. Used as an entire regimen, EVERLASTING.COLOUR helps to support your scalp's natural microbiome, assists in halting mineral build-up from hard water, as well as protect against the colour-deviations created by environmental aggressors such as oxidants, free radicals and UVA/UVB exposure. Resulting in a formula that repairs, protects hair from pollutants and ensures longer-lasting colour.

There are many service options provided that make your salon unique and offer custom solutions for your clients' needs. It is important to complete each service with the correct Finishing Regimen. At KEVIN.MURPHY we have multiple options to prioritise problem solving for clients. It is important to note that EVERLASTING.COLOUR is a results driven colour preserving, colour enhancing and protection line that is next level colour care. All of our haircare products are colour safe, so let's explore some FAQ'S and procedures specific to our new regimen and existing options.



**EVERLASTING.COLOUR  
LEAVE-IN**

**STAYING.ALIVE**

**UN.TANGLED**

**VS**

**VS**





## EVERLASTING.COLOUR LEAVE-IN

Bond-building colour protective treatment

A more efficient and consistent porosity equaliser than STAYING.ALIVE and UNTANGLED. EVERLASTING.COLOUR LEAVE-IN has been designed from the ground-up to not only preserve colour vibrancy, but assist colourists in obtaining uniform colour deposition because of porosity equalising properties due to pH sealing technology. An acidic formula that helps to improve scalp health, repair hair, and improve the cuticle. Additionally, KM.BOND is designed to form a shield of protection to not only guard against breakage, but build strength from within. With a pH of 4-4.5 to assist in closing the cuticle to provide colour-lock and more even colour results that last longer, weightlessly.

### IDEAL USE:

Colourists who want to achieve more consistent colour results in the salon, when used as part of an entire regimen.

Clients who prioritise colour longevity with protection and improved strength, shine and softness while offering thermal protection and assist in hair fibre protection and colour fade, due to environmental elements such as UVA/UVB radiation, when used as an entire regimen.



## STAYING.ALIVE

Leave-in treatment

Antioxidant rich to protect the hair, the acidic pH helps to seal the hair and give shine. Designed to smooth out the hair without weight which is why STAYING.ALIVE is in the THICKENING regimen. Revive dry, damaged or colour treated hair with this weightless hydrating spray while sealing the cuticle with essential nourishment and strength to help repair and protect against damage. It is because of this that we may say it helps to maintain colour and equalise porosity, but we cannot say colour preserving, colour preserving. It holds a larger gradient pH of 3.5-4.5.

### IDEAL USE:

Stylists who want to help seal the cuticle, equalise porosity or as a lightweight cutting spray.

Clients who prioritise a lightweight leave-in treatment to help create shine and protection. A great choice as a foundation product to seal the cuticle before adding other styling products. STAYING.ALIVE is the perfect leave-in for fine to medium hair.



## UNTANGLED

Leave-in conditioner, detangler

Designed as a leave-in conditioner that detangles, helps to boost shine, strengthen, and restore hair while helping to maintain moisture with heat protection. UNTANGLED is part of our HYDRATE regimen which offers a more cosmetic feel to hair. This detangler is the perfect treatment for curly, wavy, or frizzy hair that delivers soft, silky hydration. With a pH of 3.5-4.5, UNTANGLED will help to seal the cuticle while taming the hair.

### IDEAL USE:

For stylists who wish to deliver moisture, control, and a cosmetic feel for medium to thick, wavy, curly or coily hair.

For clients who prioritise hydration and ease of styling, while boosting shine and improving the ability to comb and style the hair with the added benefit of protection.

**EVERLASTING.COLOUR LEAVE-IN**  
vs **STAYING.ALIVE** vs **UNTANGLED**

# COLOR.ME PRE & POST FINISHING REGIMEN

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

There are many service options provided that make your salon unique and offer custom solutions for your clients' needs. It is important to complete each service with the correct Finishing Regimen.

## COLOR.ME PRE-COLOUR SERVICE

### 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.

**STEP 1:** Apply a light mist of EVERLASTING.COLOUR LEAVE-IN to porous areas of the hair shaft.

**STEP 2:** Blow-dry into the hair until you have removed all moisture.

**STEP 3:** Apply COLOR.ME service.

## COLOR.ME PRE & POST REGIMEN

### PRE pH.D SERVICE

**STEP 1:** Prep the hair for a pH.D colour service, gently cleanse the hair with the KEVIN.MURPHY WASH of your choice.

**STEP 2:** Follow with a RINSE of your choice to create an even canvas for your colour.

**STEP 3:** Apply pH.D service.

### After lightening prior to refining, toning or pH.D services

**STEP 1:** Once development time is complete, emulsify and rinse colour from the hair.

**STEP 2:** Apply EVERLASTING.COLOUR WASH to wet hair, lather and rinse thoroughly.

**STEP 3:** Apply COLOR.ME refinement or pH.D service.

\*NOTE: If the hair is medium to high porosity and requires detangling, add EVERLASTING.COLOUR RINSE into your steps after EVERLASTING.COLOUR WASH to improve combability.

## COLOR.ME FINISHING REGIMEN

### Post COLOR.ME, pH.D and lightening services

**STEP 1:** Once development time is complete, emulsify and rinse colour from the hair.

**STEP 2:** Prepare for cleansing, apply EVERLASTING.COLOUR WASH to wet hair, lather and rinse thoroughly.

**STEP 3:** Apply EVERLASTING.COLOUR RINSE for 2 minutes, rinse thoroughly.

**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.



# EVERLASTING.COLOUR WASH

## AS A CASE STUDY

EVERLASTING.COLOUR WASH is pH balanced and chelating due to Phytic Acid. This assists in removing a mineral build-up. Minerals can build up and leave your hair feeling dry and hard, but they also can affect your colour result due to interacting with colour. Removing minerals like Calcium, Magnesium and Copper along with others can ensure more even, better, and true to colour results. Use at home will not only help to reduce colour fade but also stop build-up occurring that can compromise hair colour. EVERLASTING.COLOUR WASH will also brighten and enhance existing colour due to removing minerals that can dull the appearance of hair. Remember it holds pH sealing technology that helps to close the cuticle. pH 5.2 - 5.8.

### What about MAXI.WASH?

Taking cues from skincare ingredients like AHAS, MAXI.WASH is designed to remove product build-up and prepare the hair for the next Wash, Rinse, or styling product. It may also help to remove mineral build-up, but it is not a chelating shampoo. It will make hair appear brighter as it removes broken cuticles and other build-up that can make the hair strand reflect light differently. If you wanted to still use MAXI.WASH prior to colour treatments, please do, but EVERLASTING.COLOUR WASH has been designed specifically for coloured hair.





## FAQ's

**In the COLOR.ME Finishing Regimen why do we no longer shut the cuticle prior to the WASH with a spray to lower pH and lock in the colour service as with STAYING.ALIVE as a colour lock?**

EVERLASTING.COLOUR WASH essentially takes this task over and improves on it; due to the acid lock technology it is unnecessary as the WASH is designed to fulfill both needs.

**Can I still use STAYING.ALIVE for porosity equalising?**

Yes, both are acceptable. STAYING.ALIVE for low porosity could still be a great option, however EVERLASTING.COLOUR LEAVE-IN has new technology and bond-building, and it is more targeted and consistent for higher porosity and the problems associated with such.

**Why do we not use the EVERLASTING.COLOUR RINSE in some cases?**

EVERLASTING.COLOUR WASH is enough to prepare the hair for refinement, due to the acid pH preparing the hair for perfect colour application. If the hair is extremely damaged and extra detangling is needed this step can be added.

**So, for COLOR.ME we only use the EVERLASTING.COLOUR WASH between each colour service or application?**

Yes. However, in cases when the porosity demands detangling or on hair textures from highly curly to coily you may choose to use the EVERLASTING.COLOUR RINSE for comb-ability and greater hair fibre control and resilience. It will still offer the acidic pH sealing technology, but you may also choose to swap out with RE.STORE as a co-wash if that is preferred by you or your client.

**Where does RE.STORE fit in now?**

We previously recommended using RE.STORE after a colour service and before refining / toning as this would stabilise the lightener or colour or remove colour residue. RE.STORE is still our premium cleansing treatment. It's in the REPAIR regimen, but for a long time we have used it in our COLOR.ME Finishing Regimen. RE.STORE is still the same product and able to be used, but we have developed a new colour preserving regimen that ensures long-lasting results. Use RE.STORE as a co-wash on curly to coily hair or for those clients that follow various curl methods and choose not to "wash" their hair when they have colour in the salon or for use at home.

**Will EVERLASTING.COLOUR WASH even out the porosity like RE.STORE?**

Yes, due to acid lock technology it provides the perfect pre and post colour solution.

**Why do I need the EVERLASTING.COLOUR WASH and EVERLASTING.COLOUR RINSE?**

If your client's focus or problem is colour longevity, then the EVERLASTING.COLOUR WASH, RINSE and at least the LEAVE-IN should be used. The WASH and RINSE also have UVA/UVB protectants to assist in colour preservation along with the pH sealing longevity that contributes to greater colour retention and appearance.

**How does EVERLASTING.COLOUR stabilise the colour and any other tips on why this new process is better than the old regimen?**

EVERLASTING.COLOUR is a colour specific regimen built from the ground up. With the best of science and nature, it is not only designed to preserve colour, it's designed to enhance results while colouring. It's a step beyond colour safe. It's a colour preserving and enhancing line that will make colour results better, more consistent, and long-lasting for you and your clients. The range of rebuilding attributes from KM.BOND and other ingredients combined with the protection from environmental damage like UVA/UVB and thermal protectants either in salon or take-home take things to the next level in colour focused solutions.

**Will the colour oxidise for 48 hours with this regimen? Or does this stop the oxidation?**

As a colour specific pH controlled regimen EVERLASTING.COLOUR was designed to stop the oxidation process. Rinse colour thoroughly and use EVERLASTING.COLOUR WASH and RINSE to halt oxidation.

**After a colour service how will EVERLASTING.COLOUR LEAVE-IN lower the pH?**

The entire EVERLASTING.COLOUR regimen is pH balanced to acidic, however the overall aim is to bring the pH to natural levels post processing and close the cuticle, therefore the EVERLASTING.COLOUR LEAVE-IN sits around pH 4-4.5. Please note that this may vary due to other factors.

**EVERLASTING.COLOUR TREATMENT - what does it do and how does it work?**

EVERLASTING.COLOUR TREATMENT is a shot of treatment designed to protect against colour fading, enhance shine, vibrancy, and radiance. It locks in your colour, rebuilds hair fibre, and adds extra nourishment, moisturising, and bond-building with KM.BOND.

### **Do I rinse out or leave-in the EVERLASTING.COLOUR TREATMENT?**

Either is acceptable and effective, however if you plan on rinsing out, we suggest you add after the RINSE and follow with the LEAVE-IN. We have added lightweight style enhancers, so it is not necessary to rinse out. The hair will be easy to style and protected as a leave-in and this is our preferred option.

### **Can I use EVERLASTING.COLOUR TREATMENT post colour service?**

It is not only allowed, but desired. EVERLASTING.COLOUR TREATMENT was created to be used after a colour service. We suggest an upsell that will ensure wonderful styling and colour results. EVERLASTING.COLOUR TREATMENT is designed to replace traditional bond-builder services in the salon.

### **Can we mix EVERLASTING.COLOUR with other regimens for home maintenance?**

For example, EVERLASTING.COLOUR WASH and REPAIR-ME.RINSE, EVERLASTING.COLOUR LEAVE-IN? Yes, of course you still can and you should personalise your take home regimens to meet the client's specific needs.



### **Which products have KM.BOND and how does it work?**

EVERLASTING.COLOUR LEAVE-IN and EVERLASTING.COLOUR TREATMENT contain KM.BOND. These penetrate the hair cortex, to build strength from within whilst forming a sheath of protection that reinforce, lubricate, and protect the surface of the hair. Reinforces internal bonds, Protects the hair fibre damage caused by chemical treatments and significantly decreases the risk of hair breakage.

### **How strong is the KM.BOND building?**

Present in both EVERLASTING.COLOUR LEAVE-IN and EVERLASTING.COLOUR TREATMENT studies have shown that when you add EVERLASTING.COLOUR LEAVE-IN in your daily routine the KM.BOND improves breakage resistance by 14%.

### **How can clients maintain the KM.BOND if they wish to use other KEVIN.MURPHY care and styling products?**

You can still maintain and contribute to bond-building by using the EVERLASTING.COLOUR LEAVE-IN and EVERLASTING.COLOUR TREATMENT. As EVERLASTING.COLOUR WASH and EVERLASTING.COLOUR RINSE do not contain KM.BOND, you may choose the Wash and Rinse that is problem solving for your clients.

### **Can you explain the composition of the KM.BOND?**

Hydrolysed Vegetable and Rice Proteins, penetrating the cuticle, these bond-building and multiplying proteins are designed to form a shield of protection that guards against breakage by building strength from within while protecting the hair's surface from friction, damage, and cuticle loss. Also helps to nourish hair from root to tip creating a natural shine and increased elasticity and strength.

### **What about the ingredient portfolio that makes EVERLASTING.COLOUR different?**

As always, we have taken cues from skincare and combined it with the best of science and nature. The range of ingredients in EVERLASTING.COLOUR are among the most efficacious we have ever combined for a targeted result, a colour preserving, enhancing line with protection.



### **What is the Radiate Complex and why is it in the regimen?**

It is a conditioning agent with the ability to form a durable crosslinked network to greatly improve the strength of the hair fibre, repelling moisture and providing thermal protection.

### **What about the Chromatic Complex?**

A hydrophobic film forming complex designed to assist in hair fibre protection and colour fade, due to environmental elements such as UVA/UVB radiation.

### **What does the Illuminate Complex do?**

Improves shine and softness and can improve the wash fastness of coloured hair while offering thermal protection.



# HOME MAINTENANCE

To ensure colour preservation, enhancement and rebuilding and protection benefits at home, clients should at least use EVERLASTING.COLOUR WASH, EVERLASTING.COLOUR RINSE & EVERLASTING.COLOUR LEAVE-IN.

EVERLASTING.COLOUR TREATMENT can be added in as a problem-solving treatment every 3-4 washes or with every wash if hair is highly damaged or porous.

Clients who place colour preservation and durability above all else should use the full regimen.



EVERLASTING.COLOUR provides both in-salon solutions and a perfect ritual for wellness and colour maintenance at home. Inclusivity, sustainability, and the joy of science - a breakthrough innovation in both colour preservation and hair care from

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