

SALON **PRO**
SERVICES

KEVIN.MURPHY
EVERLASTING.COLOUR

LETTER FROM KEVIN

Hi,

Kevin Murphy here, I wanted to tell you why we decided to make EVERLASTING.COLOUR. For a long time, we have actively endeavoured to find the balance of science, technology and nature that would land us a results-driven colour preservation regimen. Since all of our haircare products are colour safe, it was important that the innovation be next level colour care.

These new products are colour-locking, weightless formulas with an acidic pH that protects against colour loss while giving you all the benefits you have come to expect. Perfect for chemically treated hair, due to new scientific and natural innovations, it is now possible to engineer more efficacious formulas in colour maintenance. As a direct result of these innovations, we have created a new regimen that goes a step above colour safe. Think of it as a colour preserving, enhancing and protecting line. We are proud to give you EVERLASTING.COLOUR.

A range of colour preserving products formulated to restore and strengthen chemically-treated hair and extend the vibrancy & 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 & UVA/UVB exposure. Resulting in a formula that repairs, protects hair from pollution and ensures longer-lasting colour.

We are introducing 4 new products in this range, we have:

EVERLASTING.COLOUR WASH
EVERLASTING.COLOUR RINSE
EVERLASTING.COLOUR LEAVE-IN
EVERLASTING.COLOUR TREATMENT

Let's dive a little deeper, first we have EVERLASTING.COLOUR WASH with acidic pH sealing technology that gently cleanses while respecting the natural pH of the scalp and helps to close the cuticle and impart a brilliant shine. It helps with keeping colour locked in longer, and guards against mineral accumulation that can also be a major reason colour doesn't look as good as the day you left the salon. Key ingredients that help these actions are, Hydrolyzed Quinoa Extract, Inulin, Nourishing Rice Proteins, and a technologically advanced complex to tie it all together.

Next, we have the EVERLASTING.COLOUR RINSE, formulated to protect against damage. It restores your hair cuticle to maintain the hair fiber's strength from roots to tips. When used as a complete system, it helps to rebuild the integrity of the hair while nourishing and fortifying. Our superfood blend of ingredients along with the best technology that the lab can offer will keep your hair looking strong and healthy. Things like Organic Black Cumin Seed Oil, rice proteins and inulin from Chicory Root pack a colour protecting punch along with new technologies such as an ILLUMINATE and CHROMATIC complex we developed to elevate performance.

Perfect to use every day, EVERLASTING.COLOUR LEAVE-IN is your daily boost of protection from colour fade caused by environmental pollutants and free radicals along with UVA/UVB protection. In a new shift to science, we have added bond-building and pH lock technology to this lightweight spray, and since we like to pull ingredients from nature, Moringa Oleifera Seed Extract helps repair and protect from environmental pollution and Rice proteins for resilience. This technology helps to fortify from within to increase hair resistance for improved, stronger and healthier hair. All without weighing hair down or leaving any residue.

Now the hero product in the line, EVERLASTING.COLOUR TREATMENT, with bond-building technology it is designed to protect colour fading, enhance shine and vibrancy and treat the hair fibers from the inside. It helps build strength for improved hair health, colour brilliance and longevity. Used as an upsell shot of power in the salon or taken home, the benefits are both instant and cumulative. The TREATMENT is perfect for clients that have damaged hair due to colouration because of the bond builders and pH colour lock technology that helps to close the cuticle and guarantee long lasting colour vibrancy and shine. Featuring our CHROMATIC and RADIATE complexes, along with our very own bond-building technology known as KM-BOND. This product is magic in a cruet, and when used with the rest of our EVERLASTING.COLOUR regimen you have the best that nature and science can offer for long lasting colour care.

EVERLASTING.COLOUR provides both salon solutions and a perfect ritual for wellness and colour maintenance at home. Inclusivity, sustainability and the joy of science - a boundary-blurring innovation from us at KEVIN.MURPHY+COLOR.ME.



EVERLASTING.COLOUR

WASH

Colour protect shampoo with pH sealing technology

A sulfate free pH balanced shampoo that gently cleanses, closes the cuticle for shine and helps to lock colour in, while protecting hair strands from hard water mineral accumulation to guarantee shine.

Directions: Apply to wet hair and massage into hair and scalp. Rinse and repeat. For best results use with the entire EVERLASTING regimen.

KEY Features & Benefits

- Sulfate-free acidic pH shampoo
- Colour locking
- Creates shine
- Protects against hard water minerals
- Nourishes
- Hydrates
- Softens
- Lightweight



KEY Ingredients

Hydrolyzed Quinoa & Rice Extract

A powerhouse of amino acids that helps protect, improve colour uptake and creates shine while helping to nourish hair from root to tip. Also helps fortify to prevent damage and assist in colour lock.

Natural Phytic Acid

A biodegradable chelating agent to both repel and protect hair from hard water minerals leading to improved shine.

Inulin (Chicory Root Extract)

Multifunctional ingredient extracted from Chicory Root. A natural prebiotic fiber that helps to support the scalp's microbiome for improved scalp health and conditioning and detangling properties.

Chromatic Complex

Assists in hair fibre protection and colour fastness.

Acidic pH System

Provides the optimum environment for colour lock by closing the cuticle after hair colour and respecting the natural pH of the scalp.

EVERLASTING.COLOUR

RINSE

Colour protect conditioner with pH sealing technology

A colour locking lightweight conditioner that forms a protective layer that guards against colour loss and environmental stressors. pH balancing helps to create shine and improve the hair's natural condition, softness and hydration, while reducing damage.

Directions: Apply to freshly washed hair, leave for 1-2 minutes and rinse. For best results use with the entire EVERLASTING regimen.

KEY Features & Benefits

- Acidic pH conditioner
- Colour locking
- Creates shine
- Restores condition
- Nourishes
- Hydrates
- Softens
- Lightweight



KEY Ingredients

Hydrolyzed Rice Protein

Creates a natural shine and helps to nourish hair from root to tip creating a natural shine and increased elasticity and strength.

Inulin (Chicory Root Extract)

A natural prebiotic fiber that supports the scalp's natural microbiome for improved scalp health and hair hydration, shine and smoothness.

Illuminate Complex

Improves shine and softness and can improve the colour fastness while offering protection from stressors.

Chromatic Complex

A hydrophobic film forming complex designed to assist in hair fibre protection and colour wash fastness by protecting against humidity and other environmental elements such as UV radiation.

Acidic pH System

Provides the optimum environment for colour lock by closing the cuticle after hair colour and respecting the natural pH of the scalp.

EVERLASTING.COLOUR

LEAVE-IN

Bond-building colour protective treatment

Lightweight leave-in spray that treats hair from the inside building strength from within to increase hair resistance for improved, stronger and healthier hair. Preserves colour vibrancy and protects hair from environmental stressors while nourishing, hydrating and repairing.

Directions: Spray onto wet hair, comb through and leave in. For best results use with the entire EVERLASTING regimen.

KEY Features & Benefits

- Acidic pH Leave-In
- Colour locking
- Bond-building
- Creates shine
- Environmental Protection
- Repairs
- Strengthens
- Softens
- Lightweight
- Detangling

KEY Ingredients

KM-BOND

Penetrating the cuticle, these bond-building proteins are designed to form a shield of protection that guards against breakage by building strength from within while protecting the hairs surface from friction, damage and cuticle loss due to chemical damage.

Inulin (Chicory Root Extract)

A natural prebiotic fiber that supports the scalp's natural microbiome for improved scalp health and hair hydration, shine and smoothness.

Illuminate Complex

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

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.

Moringa Oleifera Seed Extract

Protects hair against environmental pollution stress, helps to repair by conditioning and strengthening.



EVERLASTING.COLOUR TREATMENT

A bond-building treatment to nourish and restore hair

A shot of treatment to protect colour fading, enhance shine, vibrancy and radiance, builds strength from within for a boost of colour protection and resilience.

Directions: Spray onto freshly washed and conditioned towel dried hair, comb through and leave in and blowdry. For best results use with the entire EVERLASTING regimen.

KEY Features & Benefits

- Colour Locking
- Bond-building
- Enhance Shine
- Environmental Protection
- Repairs
- Strengthens
- Moisturises
- Lightweight



KEY Ingredients

KM-BOND

Penetrating the cuticle, these bond-building 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 creates a natural shine and helps to nourish hair from root to tip creating a natural shine and increased elasticity and strength.

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.

Radiate Complex

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.

Panthenol

A long lasting moisturiser packed with Pro-Vitamin B5 that in conjunction with other ingredients helps to prevent hair damage and improve luster and sheen.



EVERLASTING.COLOUR SALON INTRO

Salon Purchases

- 6 X EVERLASTING.COLOUR WASH 250ML
- 6 X EVERLASTING.COLOUR RINSE 250ML
- 6 X EVERLASTING.COLOUR LEAVE-IN 150ML
- 6 X EVERLASTING.COLOUR TREATMENT - TAKE HOME KIT

SHIPS OPEN STOCK

Salon Price: \$465.96

Salon Value: \$654.80

Salon Savings: \$188.84

Item Number: 882068

Salon Receives

- 1 X EVERLASTING.COLOUR WASH LITRE
- 1 X EVERLASTING.COLOUR RINSE LITRE
- 1 X EVERLASTING.COLOUR LEAVE-IN LITRE
- 1 X EVERLASTING.COLOUR TREATMENT (PACK OF 12)
- 3 X LITRE PUMPS
- 1 X BAMBOO DISPLAY
- 12 X BROCHURE
- 12 X GIFT BAGS



EVERLASTING.COLOUR STYLIST INTRO

Stylist Purchases

- 1 X EVERLASTING.COLOUR WASH 250ML
- 1 X EVERLASTING.COLOUR RINSE 250ML
- 1 X EVERLASTING.COLOUR LEAVE-IN 150ML
- 1 X EVERLASTING.COLOUR TREATMENT (TAKE HOME KIT)

Stylist Receives

- 1 X COLOUR.CAPE
- PRE-PACKED BOX

Salon Price: \$77.66

Salon Value: \$97.66

Salon Savings: \$20.00

Item Number: 882038