



KEVIN.MURPHY
POWER OF PINK

LETTER FROM **KEVIN**

Dear Salons,

Hi, Kevin here. I wanted to talk to you about an important cause that is near and dear to the HEART OF KEVIN.MURPHY: Breast cancer Awareness.

1 in 8 women will be diagnosed with breast cancer in their lifetime and nearly all of us know, or have known, someone who has been effected by this disease. And with the beauty industry being predominantly female, I feel it is important that we do our part to help find a cure while supporting the many brave women in our lives.

For our third year in a row, KEVIN.MURPHY is proud to partner with Wings of Karen, a non-profit breast cancer foundation that supports the prevention, detection and treatment of breast cancer. To date, we have raised nearly \$26,000 for Wings of Karen through the sales of select products each October.

What sets Wings of Karen apart is their strong belief that donors should know how their hard earned dollars are turned into tangible hope. Because they believe it's a race to save lives, Wings of Karen sets high standards for themselves to keep fundraising costs low, administration costs to the absolute minimum and delivery of all crucial funds to world class researchers locally who are vigilantly searching for the cure.

This year, our POWER OF PINK promotion features PLUMPING.WASH and RINSE along with our fan-favourite POWDER.PUFF. A great gift for yourself or others, this plumping trio delivers instant volume for your hair while raising awareness around Breast Cancer. For the purchase of each pack, we will donate \$1 to Wings of Karen. We have also created an assortment of beautiful and thoughtfully designed merchandising and fundraising materials from posters to shelf talkers, flyers and donation cranes, to increase visibility and participation in your salon.

And for the first time ever, COLOR.ME will also be participating in BCA! Through a special savings on our new but already beloved ROSE.TONER paired with a recipe card featuring empowering pink colour formulas, a mirror cling encouraging clients to "go pink" and, of course, a \$1 donation to Wings of Karen, our first-ever COLOR.ME BCA promotion touches everyone from the colourist, to the client, to the cause.

Thank you for helping us support this very important cause. There truly is strength in numbers and together, we CAN make a difference.

Regards,



Kevin Murphy

Pro Tips

Breast Cancer

Awareness

Go PINK with these pairings that support our BCA initiative.



PLUMP MY BRAID: PLUMPING.WASH, PLUMPING.RINSE + POWDER.PUFF

For thick, dense braids use PLUMPING.WASH and PLUMPING.RINSE to benefit from the eyelash thickening technology that provides instant gratification. Then construct your braid of choice, and shake a little POWDER.PUFF into the braid. Pull apart with your fingers to encourage a fuller, more open texture.



PUFF THE VOLUME BLOW DRY: PLUMPING.WASH, PLUMPING.RINSE, BODY.BUILDER + POWDER.PUFF

Create effortless, wind-blown volume by applying our body building trio of PLUMPING.WASH, PLUMPING.RINSE and BODY.BUILDER. Blow dry with a ROLL.BRUSH of choice to create desired shape and style. To finish, give a little shake of POWDER.PUFF into the crown and manipulate with your fingers to unlock the lifting properties of this metamorphic product.



UP THE AISLE: PLUMPING.WASH, PLUMPING.RINSE, ANTI.GRAVITY + POWDER.PUFF

For your next formal event, whether that be a wedding or a fun night out on the town, use this volumising quartet. Apply PLUMPING.WASH and PLUMPING.RINSE to add thickness to your tresses. Blow dry ANTI.GRAVITY into towel dried hair using your hands as you dry to enhance volume and texture. Create your up-style of choice and use POWDER.PUFF to accentuate and increase volume at the roots. Say I. DOO to this plumping magic!

Sell Tips

FLYERS

Use these flyers to bring awareness, plan an event, and/or promote a service.

They can be placed in the salon and/or given out in the community. The more that clients see them, the more successful your event will be.



Sell Tips

Donation Crane

The donation crane is an easy way to join the fight! Simply ask clients at check out if they would like to donate to the cause and then proudly display them in your salon windows or around the salon.



Sell Tips

Shelf Talker

DISPLAY.ME. By adding this flair to the salon it calls attention to action and is a great reminder to the team to promote the cause.



#KMPPOWEROF PINK
#WINGSOFKAREN
#THEMOREYOUKNOW

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Wings of Karen

**HELP US MAKE
A DIFFERENCE**

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266,120 new cases of
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**FOR EVERY BOX SOLD \$1 WILL BE
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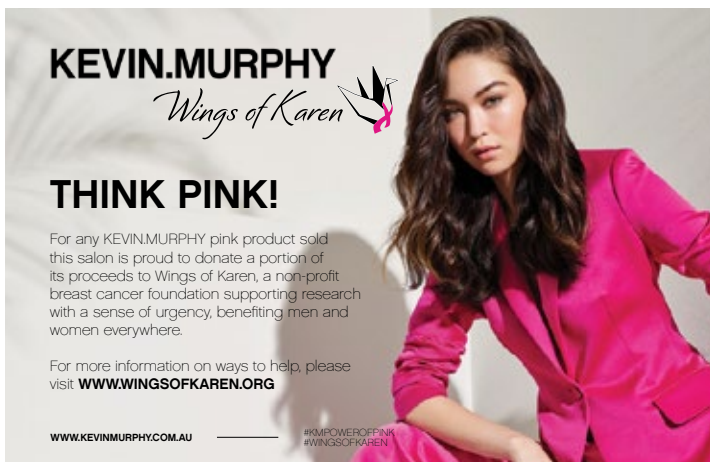
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Be an Angel! With any purchase of our
COLOURING ANGELS a proceed will
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cure for Breast Cancer.

FOR MORE INFORMATION PLEASE VISIT
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this salon is proud to donate a portion of
its proceeds to Wings of Karen, a non-profit
breast cancer foundation supporting research
with a sense of urgency, benefiting men and
women everywhere.

For more information on ways to help, please
visit WWW.WINGSOFKAREN.ORG

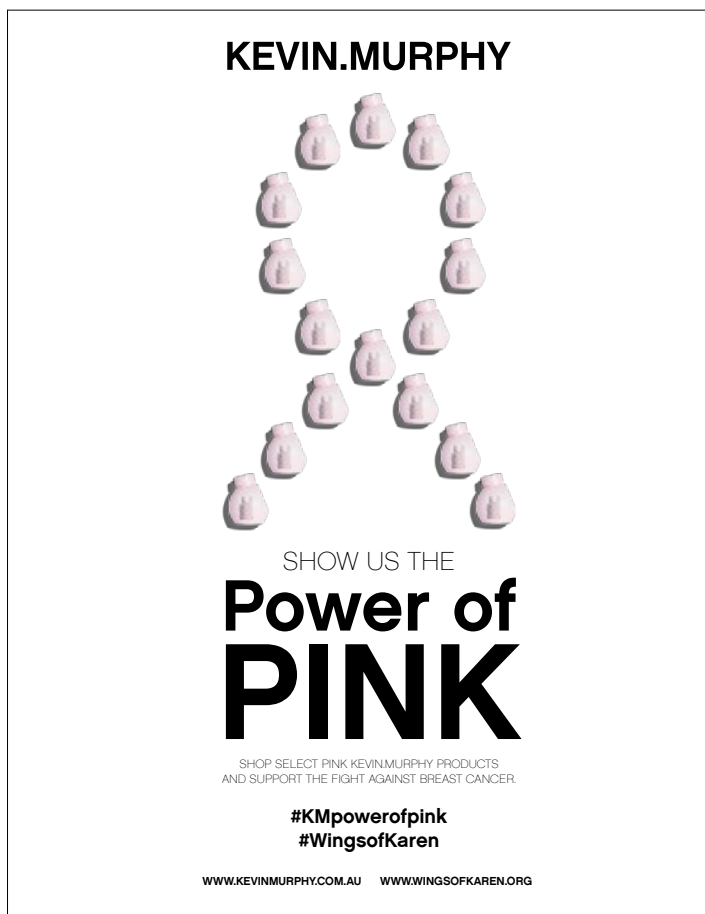
WWW.KEVINMURPHY.COM.AU #KMPPOWEROF PINK
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Sell Tips

Posters

A great way to show the community that you are a supporter and advocate for Wings of Karen is to show case these posters.

Posters can be hung in your salon windows, behind cash wraps or against salon walls.



Social

WEEK 1:

Nobody looks as good in pink as you do! Using PLUMPING.WASH and PLUMPING.RINSE will give you the power to rise above the others.
#kmpowerofpink #lovekm
#makeadifference #bca



WEEK 2:

Let no stone be unturned when it comes to finding a cure. Will you fight with us? Show us your PINK, hair, ribbons, and products used.
#kmpowerofpink #makeadifference
#bca #showusyourpink #lovekm



WEEK 3:

Voluminous hair can be yours with a sprinkle of POWER.PUFF. Perfect for braids, blow-outs and up-dos. Have you grabbed yours yet? #lovekm
#makeadifference #kmpowerofpink
#bca



WEEK 4:

In honour of Breast cancer Awareness, KEVIN.MURPHY, will be donating proceeds from select PINK products to (insert cause). Will you help us fight?
#bca #kmpowerofpink #lovekm
#makeadifference

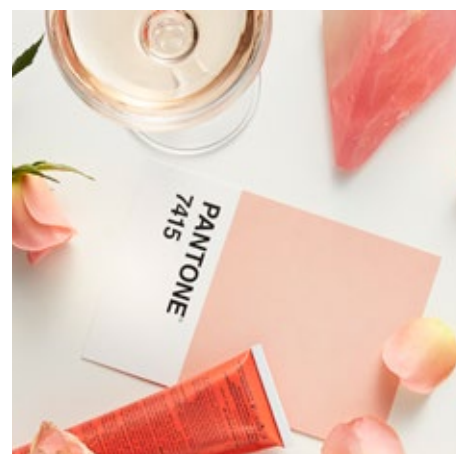
WEEK 1:

ROSE is a vintage shade that constantly reinvents itself and is more relevant than ever this October! This multi-dimensional play on hair color is used for layering lightness with tone and if you've ever considered colouring your hair pink, now is the time!
#lovekm #colormebykm



WEEK 2:

Show your support for breast cancer research and go pink for a great cause! This October, COLOR.ME by KEVIN.MURPHY is giving back to Wings of Karen through the sale of our newly launched ROSE TONER.
#lovekm #colormebykm



press

POWER OF PINK

KEVIN.MURPHY HONOURS THE “POWER OF PINK” TO SUPPORT BREAST CANCER AWARENESS

Salon professional haircare brand KEVIN.MURPHY has partnered with non-profit breast cancer foundation Wings of Karen for the past two years through the sales of a Limited Edition SESSION.SPRAY can in 2017 and a KEVIN.MURPHY LOVES PINK pack in 2018. This year, the brand is proud to announce it’s continued dedication to the mission of promising breast cancer research with initiatives from both KEVIN.MURPHY and COLOR.ME by KEVIN.MURPHY.



First, KEVIN.MURPHY will run a 2019 “Power of Pink” box promotion with the brand’s THICKENING regimen including PLUMPING.WASH, PLUMPING.RINSE, and POWDER.PUFF. For every purchase of “Power of Pink,” a portion of the proceeds will be donated to Wings of Karen. In continuing to partner with Wings of Karen, KEVIN.MURPHY hopes to support the non-profit in funding the study of all aspects of breast cancer, including but not limited to prevention, detection, and treatment.

Secondly, COLOR.ME by KEVIN.MURPHY is encouraging salons and clients to “go pink to change a life” with the brands’ ROSE.TONER, a perfect tie-in to the ever-recognisable pink ribbon for the cause. A longer lasting option that doesn’t cause damage but the ultimate shade to refine, add shine and enhance soft pink hues through the hair, the ROSE.TONER has become a cult-favourite since launch. KEVIN.MURPHY is excited to take the toner to the next level for Breast Cancer Awareness. Additionally, KEVIN.MURPHY will also be sharing a recipe card with pink colour recipes” to inspire colourists as well as a mirror cling to communicate the cause to the consumer.

For more information on KEVIN.MURPHY or to find a nearby salon, please visit

WWW.KEVINMURPHY.COM.AU

ABOUT KEVIN.MURPHY

Born from the same philosophy as skincare, KEVIN.MURPHY products are designed to weightlessly deliver performance, strength and longevity. KEVIN.MURPHY searches the world for high quality natural, sustainable ingredients that provide the best results for your hair and environment. Offering a fashion-focused range of professional hair care products conceived in the world of session styling, the company’s mission is to share cutting edge style via modern technology – straight from the runways of the world to the salon floor, from hair artisan to consumer.



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