

KEVIN.MURPHY
THERAPY.CENTRE

CUSTOMISED.TREATMENTS.BORN.AGAIN

INTRODUCING.THE.THERAPY.CENTRE

THERAPY.CENTRE It's a purpose built performance based treatment system to increase revenue of the salon or stylist.

Customised treatments are the quick fix of the naughties it's a re-emerging market targeted to service and luxury.

All your clients have different hair issues they can't all have the same problem, then why do we give them all the same treatment?

I've found that they're four basic essentials for hair to look and feel great, they are **SHINE, MOISTURE, REPAIR** and **VOLUME**. Not all clients need all of these, all the time; it varies between each client and each demand we place on the hair.

You all know what your clients personal care needs are, you might not have time to rush over to a manual and look at complicated and confusing charts to get the right balance, so I created a really simple system to care for the demands of your clients. "One size fits all" just doesn't cut it anymore.

The **THERAPY.CENTRE** allows you to create simple modern care solutions that cater for the individual.

The application is a simple one; applied neat onto wet hair at the backwash, **BORN.AGAIN.MASQUE** for thick or mature hair or **BORN.AGAIN.TREATMENT** for fine or fragile hair are applied over the top of the booster. This aids in the full absorption of the booster and is sealed in by the masque or treatment.

The boosters may be blended and or applied with or without the masque and may also be added to styling products and dried it into the hair this is a unique feature making the **THERAPY.CENTRE** multitasking.

The boosters may be blended at the backwash and the remainder added to the retail size **STAYING.ALIVE** making this a customised take home maintenance treatment for the customer.

This routine keeps in with the **KEVIN.MURPHY** philosophy of thick hair and thin hair are different entities and they should not be treated in the same way.

These are the building blocks of great hair.

BORN.AGAIN.WASH

Is an ultra rich moisturising shampoo for extremely tortured and chemically dehydrated hair.

It contains Hydrolyzed Soy Protein that conditions and permanently bonds moisture to the hair. Alfa Hydroxyl Acids (AHA) derived from fruit scuff off dead skin cells from the scalp. Hydrolyzed Wheat Proteins act as a permanent conditioner.

Vitamin B5 enhances the condition and silkiness of the hair, and melanin acts as a natural pigment to help protect colour fade.

Born.Again.Wash is a fusion of technology and aromatherapy, a blend of micro particles which are a complex of tiny amino acids, proteins and lipids in combination with Natural Essential Oils.

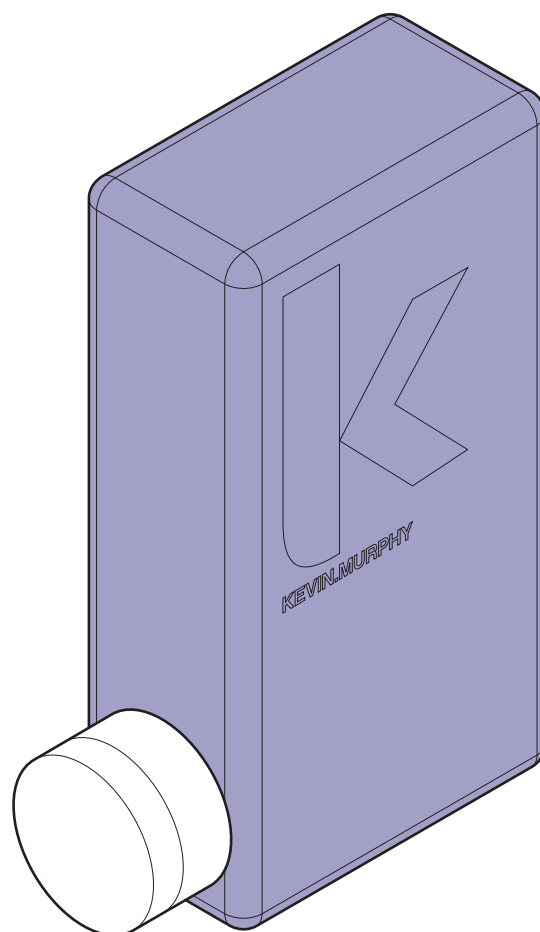
Pure Essential oils have a very small molecular size, but are extremely complex micro structures that have the ability to pass through the cellular wall and cuticle layers deep into the cortex, these micro particles feed the hair with essential fatty acids, anti oxidants and aid in moisture retention to the hair

The actual size of these Hybrid Micro particles is 1 billionth of a meter, which allows ingredients to be smaller and lighter...virtually weightless.

These Hybrid Micro particle ingredients are positively charged and then transported by their unique delivery system to target the damaged hair sites deep within the hair fiber.

By using these super grade ingredients and refining them into micro particles, they dissolve at a faster rate and penetrate deeper and faster into the hair structure for instant results and gratification.

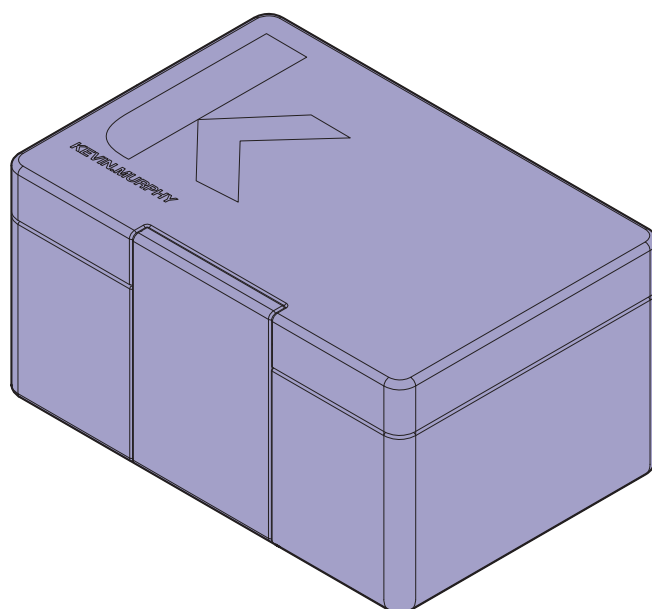
Naturally sulphate and paraben free.



FEATURES AND BENEFITS

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| Hydrolyzed Wheat Protein | Contains amino acids that building blocks of repair and acts as a permanent conditioner |
| Alpha Hydroxyl Acids AHA'S | Scuffs off dead skin cells from the scalp made from Paw Paw Pineapple and Citrus |
| Ceramides | Tiny particles that add essential fatty acids, lipids and phosolipids to the hair |
| Vitamin C | Ph balancer and moisturisers |
| Vitamin B5 | For condition and silkiness |
| Jaguar Gum | Naturally derived conditioning gum that add shine and manageability to the hair |
| Hydrolyzed Soy Protein | Substantive protein and conditioner that permanently bonds to the hair cuticle |
| Nano Hair Spheres. | Deep penetrating nano-particles that impart fatty acids, lipids and moisture to the hair |
| Kakadu Plum Extracts and Mountain Harvest Fruits | From the Australian rainforest provide a high concentration of essential anti oxidants |

BORN.AGAIN.MASQUE



Is the new mother ship in the **KEVIN.MURPHY** line it is a blend of pure botanicals and the latest research in science it features a combination of some of the highest quality ingredients that are designed to deeply penetrate into the depth of the hair shaft, providing it with nutrition, nourishment and fortifying molecules.

It is well documented that hair is made up of approximately 93% protein, 5% moisture and 2% Essential Fatty Acids (EFA).

The **KEVIN.MURPHY BORN.AGAIN.MASQUE** is carefully designed to contain this sensitive balance of ingredients to deliver the optimum condition to the hair.

With a high concentration of detangling ingredients, **BORN.AGAIN.MASQUE** will remove the snarls from even the most porous and tangled hair, making it easy to comb through, thus eliminating further stress onto the hair's surface.

Ultra Rich Masque contains a high concentration of Amino Acids. These tiny amino acids seep through the cuticle of the hair and attach themselves onto the damaged hair. The amino acids absorb deep in the cortex of each hair strand. These amino acids have a "positive" charge to them; therefore they become "smart molecules" that target the "negatively" charged damaged hairs, actually attaching themselves onto the hair. These amino acids are "hydrophilic", which means, "moisture loving", so they attract moisture into the center of the hair adding strength, softness, shine and manageability.

This, combined with ingredients like Shea Butter, Mango Butter, Jojoba, Esters, Olive, Soy lecithin, Sunflower Oil, Babasu Oil, Jojoba Oil and an array of super anti oxidant botanicals, add life, quality and wellness for all hair types.

The **KEVIN.MURPHY BORN.AGAIN.MASQUE** is the perfect delivery system for the **KEVIN.MURPHY.BOOSTERS** and are capable of adding a customized extra burst of protein, moisture, volume or shine to the hair.

FEATURES AND BENEFITS

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| Babasu Oil | Deep penetrating moisturizer that goes deep into the cortex to add gloss and a healthy condition |
| Mango Butter | Emulsifier/Detangler. High moisturisation. Super conditioner Increases elasticity and helps protect against sun damage |
| Soy Lecithin | The substance actually contains three types of phospholipids (building blocks of repair) a smaller part of the protein chain and contains the element choline, which is essential to every living cell in the body |
| Vitamin E | Powerful antioxidant and healer repairs the hair on a cellular level |
| Vitamin B5 | Conditions and strengthens the hair leaving it soft and smooth when vitamins are placed onto the hair they can absorb into the cortex of the hair instantly giving shine |
| Wheat Amino Acids | Adds body and fullness amino acids go much deeper into the cortex of the hair supplying a blend of moisturizing ingredients to the hair promotes softness and shine |
| Jojoba Esters | Remarkable similarity to the natural oils produced by the human skin, and its high oxidative stability Jojoba esters are very resistant to oxidation. The ester is the smallest and most moisturizing part of the molecular structure |
| Jaguar Gum | Naturally derived conditioning gum that add slip to the hair and thickens the viscosity of the product |
| Shea Butter | Natural Emollient, emulsifiers and phospholipids the building blocks of repair Adds smoothness and controls dry frizzy hair. |
| Kakadu Plum extracts Wattle seed extracts Desert Lime extracts | Fruits from the Australian rainforest provide a high concentration of essential anti oxidants the three herbs in have been specially selected for their nutritional, moisturizing and regenerating effect on the hair. |

KEVIN.MURPHY.MOISTURE

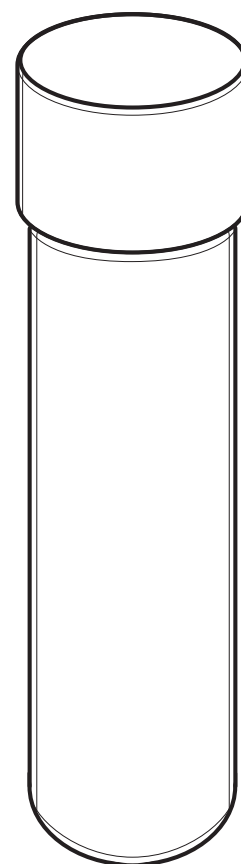
MOISTURE is designed to deeply penetrate into the depth of the hair shaft, drenching it with nutrition, nourishment and fortifying molecules.

MOISTURE contains a super high concentration of Wheat Amino Acids. These tiny amino acids seep through the cuticle of the hair and attach themselves onto the negative damaged hair deep in the cortex of each hair strand. These amino acids have a “positive” charge to them; therefore they become “smart molecules” that target the “negatively” charged damaged hair sites, actually attaching themselves onto the hair. These amino acids are “hydrophilic”, which means, “moisture loving”, so they attract moisture into the center of the hair adding strength, softness, shine and manageability.

Hydrolyzed Wheat protein & Wheat oligosaccharides (starch) which are polysaccharides and they have the amazing ability to increase moisture without swelling the hair. These “smart” moisturizers are also humidity resistant and help prevent excessive moisture from entering into the hair. This helps to resist the hair from frizzing in high humid areas and conditions.

These, combined with a special blend of botanicals derived directly from the Australian Rain Forest that contain the powerful anti oxidants like omega 3,6 and 9, plus ingredients like, Shea Butter which smoothes frizzy hair, Mango Butter, Jojoba, Esters, Olive, Soy lecithin, Sunflower Oil, Babasu Oil, Jojoba Oil and an array of super botanicals, add life, quality and wellness for all hair types.

Moisture Booster, in combination with Ultra Rich Masque is the ultimate moisturizing conditioner that is the perfect product for a customized extra burst of moisture for damaged, coarse, dry, stressed out hair.



FEATURES AND BENEFITS

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| Hydrolyzed wheat proteins | Moisturizer and tensile strength modifier. |
| Extracts of burdock root | Revitalizes and protects the hair while treating the scalp helps prevent build up in the hair and scalp, rich in minerals |
| Vitamins A E and C | Essential Vitamins for nourishment to the hair and scalp Vitamin A restores the texture and elasticity to the hair. Vitamin E is for the healing and Vitamin C is for moisture retention and shine. |
| Kakadu Plum extracts | Natural source of anti oxidants and omega 3 6 and 9 |
| Hydrolyzed Silk | Adds silkiness and gloss. High molecular weight lubricates and reinforces the surface cuticle |

KEVIN.MURPHY.REPAIR

REPAIR designed to deeply penetrate into the depth of the hair shaft, filling it with moisture, nourishment and fortifying molecules.

It is well documented that hair is made up of approximately 93% protein, 5% moisture and 2% Essential Fatty Acids (EFA).

BORN.AGAIN.REPAIR is carefully designed to contain a rich and varied amount of ingredients to deliver the optimum condition to the hair.

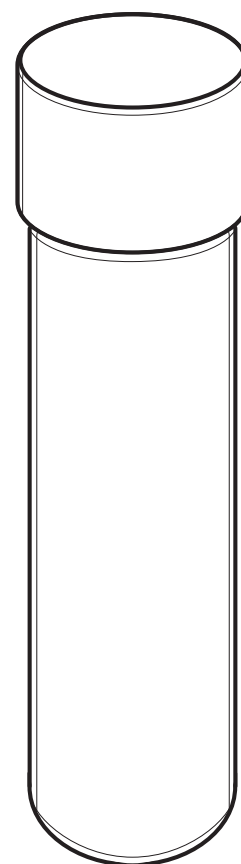
REPAIR, contains a high concentration of Wheat Amino Acids. These tiny amino acids seep through the cuticle of the hair and attach themselves onto the damaged hair the amino acids move deep into the cortex of each hair.

These amino acids have a “positive” charge to them; therefore they become “smart molecules” that target the “negatively” charged damaged hair, actually attaching themselves onto and into the hair. These amino acids are “hydrophilic”, which means, “moisture loving”, so they attract moisture into the center of the hair adding strength, softness, shine and manageability.

A larger vegetable protein, seals into the inner layers of the hair and helps to restructure the inner core of the fiber, adding strength to the hair. With this comes a special Wheat protein, that permanently attaches to the inside cortex and actually increases the strength of the hair. And there’s more, Silk Protein, which is a large molecule begins it’s work by repairing the inner surface/cuticle of the hair adding extra shine and health. And finally, a “Super Sized Keratin Protein” creates a new cuticle surface layer to the hair bringing it to its optimum condition.

Super botanicals and anti oxidants, add life, quality and wellness for all hair types.

Repair Booster, in combination with Ultra Rich Masque is the extreme conditioner that is the perfect product for a customized extra burst of protein to for damaged, stressed out hair.



FEATURES AND BENEFITS

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| Amino Acids | Hydrophilic amino acid that attracts moisture deep into the inside of the hair while locking out any excessive moisture to avoid frizz. Adds gloss & softness |
| Hydrolyzed Keratin Protein | Capable of penetrating deep into the cortex of the hair. It also creates a shield onto the surface of the hair for protection. Provides substantive anti-aging qualities. It creates a permanent bonding to the hair for an extreme repair and restoration. |
| Aqua Keratin for repair and restoration | Hair strengthening/moisturizing can dramatically improve the strength of damaged hair. Penetrates deep into the inner cortex |
| Mountain Harvest Extracts Kakadu Plum Extracts | Natural source of anti oxidants and omega 3 6 and 9 |
| Hydrolyzed Silk for smoothness | Moisturizing protein. Adds silkiness and gloss. High molecular weight lubricates and reinforces the surface cuticle |
| Vitamins A E and C | Essential Vitamins for nourishment to the hair and scalp Vitamin A restores the texture and elasticity to the hair. Vitamin E is for the healing and Vitamin C is for moisture retention and shine |

KEVIN.MURPHY.SHINE

SHINE is carefully designed to contain this sensitive balance of ingredients to deliver the optimum condition and **SHINE** to the hair.

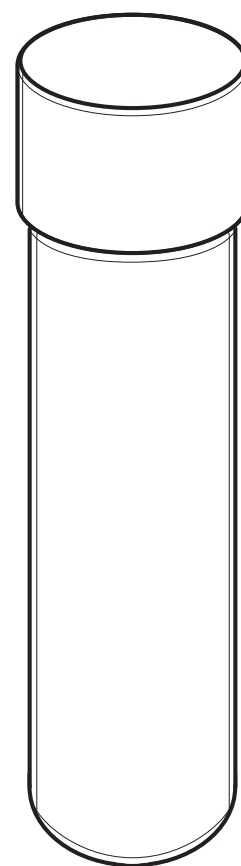
SHINE contains a unique vegetable protein complex that absorbs into the inner layers of the hair and helps to restructure the inner core of the fibre, adding strength to the hair.

Along with this comes a special Silk Protein, that permanently attaches to the inside cortex and actually increases the strength of the hair and Hydrolyzed Wheat and Horse Chestnut Extracts, which are a large molecules they work by repairing the inner surface/cuticle of the hair adding extra shine and health. And finally, a “Super Sized Keratin Protein” creates a new cuticle surface layer to the hair bringing it to its optimum condition.

Now that we’ve reconstructed the hair, we then added a Bamboo extract, which creates an invisible glossy shield on the hair allowing maximum light reflection glow and vibrate. To top it off, we lowered the pH of this product to 3.5, which tightens up the cuticle to it’s maximum, giving it a brilliant and noticeable sheen.

These, combined with a special blend of botanicals derived directly from the Australian Rain Forest, plus ingredients like Shea Butter, Mango Butter, Jojoba, Esters, Olive, Soy lecithin, Sunflower Oil, Babasu Oil, Jojoba Oil and an array of super botanicals, add life, quality and wellness for all hair types.

Shine Booster, in combination with Ultra Rich Masque is the perfect product for a customized super shine on all hair types.



FEATURES AND BENEFITS

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| Hydrolyzed Bamboo Extracts | Adds smoothness and light reflection (shine) |
| Horse Chestnut Extracts | As a strengthener and aids in balancing sebum production Horse Chestnut contains Escin, which is used as a sunscreen or for UV protection or UV inhibitor to preserve the hair’s natural color |
| Hydrolyzed vegetable proteins | Hair strengthening/moisturizing will dramatically improve the strength of damaged hair. Penetrates deep into the inner cortex |
| Amino Acids | Hydrophilic amino acid that attracts moisture deep into the inside of the hair while locking out any excessive moisture to avoid frizz. Adds gloss & softness |
| Botanical Mountain Harvest Extracts | Natural source of powerful anti oxidants and omega 3 6 and 9 |

KEVIN.MURPHY.VOLUME

Features a unique delivery system actually adding volume to damaged hair without sacrificing condition. The highest quality ingredients are designed to deeply penetrate into the depth of the hair shaft, filling and strengthening without adding weight.

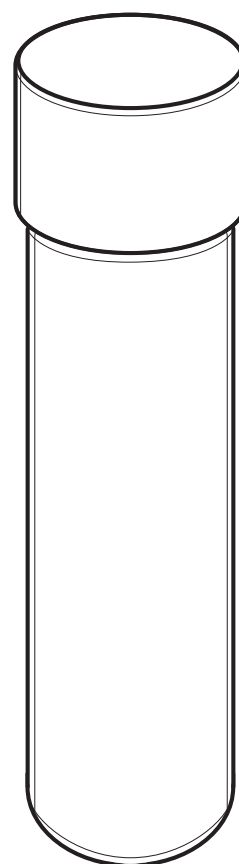
Volume is carefully designed to contain this sensitive balance of ingredients to deliver optimum **VOLUME** to the hair.

VOLUME is so unique it may be added to your styling products and will give the appearance of thicker hair. Do not exceed more than 5 mls per application when adding to the styling products.

As with all the boosters we have added Wheat protein, that permanently attaches to the inside cortex and actually increases the strength of the hair. Volume contains a Hydrolyzed Silk Protein, which is a large molecule begins its work by repairing the inner surface/cuticle of the hair adding extra shine and health. We have added vitamins A, C and E when vitamins are applied to the hair topically they can thicken the hair up to 10%.

To increase **VOLUME**, we've added a unique keratin liposome system designed to deliver actives into the hair fiber. It encapsulates a powerful range of actives that are volumising, fortifying and restructuring, while effectively protecting and strengthening the hair texture. This liposome also has an amazing antioxidant action. To add extra volume, we've attached a resin-line molecule to a protein; this resin-like hydrolyzed protein adds a weightless film onto surface of the hair shaft adding volume and body.

These, combined with a special blend of botanicals derived directly from the Australian Rain Forest, plus ingredients like, Shea Butter, Mango Butter, Jojoba, Esters, Olive, Soy lecithin, Sunflower Oil, Babasu Oil, Jojoba Oil and an array of super botanicals, add life, Extracts of Burdock Root strengthen the hair inside the cortex Volume Booster, in combination with Ultra Rich Masque is the perfect additive for a customized extra burst of Volume, Body and Texture to the hair.



FEATURES AND BENEFITS

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| Keratin Liposome's | A liposome system designed to deliver actives into the hair fiber. Volumizing, fortifying, restructuring, and antioxidant action. Penetrates the inner layer, moisturizes, protects and strengthens hair texture |
| Kakadu Plum Extracts | Natural source of anti oxidants and omega 3 6 and 9 |
| Hydrolyzed Silk Proteins | Adds silkiness and gloss. High molecular weight lubricates and reinforces the surface cuticle |
| Burdock Root Extracts | Revitalizes and protects the hair while treating the scalp helps prevent build up in the hair and scalp, rich in minerals |
| Hydrolyzed Wheat Proteins | Moisturizer and tensile strength modifier |

BOOSTER INSTRUCTIONS

APPLICATION: Wash hair with **BORN.AGAIN.WASH** or your texture specific **KEVIN.MURPHY** wash. Apply booster or blended booster to wet hair (15ml or ½ oz per application), then apply your **BORN.AGAIN.MASQUE** or **BORN.AGAIN.TREATMENT** to the hair. Massage well and leave for up to 10 minutes, or longer if deeper penetration is required. To boost performance, heat may be applied.

TO MIX THERAPIES: You may mix any combination of boosters in 5ml (1/3 BOOSTER) increments to make up a total of 15ml (1/2 FL/OZ).

Note: You may use **BORN.AGAIN.MASQUE** and or **BORN.AGAIN.TREATMENT** with any combination of the boosters. The boosters may also be blended with the styling products to boost the performance or enhance the hair. Do not exceed 5mls of total volume when blending with the styling products

Up to 10mls (2/3FL/OZ) may be added to a **STAYING.ALIVE** 150ml (5.1FL/OZ). This will customize your blend to suit your client's needs for take home maintenance

PERMANENT WAVES OR STRAIGHTENING SOLUTIONS: Process your chemical service in the usual manner according to manufacturers' directions.

Rinse straightening or perming solution from hair and gently blot dry.

PRIOR TO NEUTRALIZATION: Apply one booster of REPAIR onto the hair and leave in (do not rinse)

Neutralize according to manufacturers directions.

COLOURS: Mix **MOISTURE** or **REPAIR** up to a total of 5mls(1/3 BOOSTER) and apply to your colour after you have mixed your formula process as required by the manufacturer

BLENDING

Blending the boosters to suit your client's needs is a very simple yet very important key to the success of the treatments.

MOISTURE and **REPAIR** are going to be your most popular boosters with your colour clients for immediate post colour work.

SHINE is a great boost for your clients in between colours to liven up an existing colour that's gone a bit dull.

A blend of **SHINE** and **MOISTURE** is great for your mature heads or for when you are covering grey.

VOLUME is a boost you can offer every time you do a blow-out.

For your clients that have the finer heads of hair or clients that are afraid of treatments remember **VOLUME** is weightless and can be applied neat to the hair and rinsed out within about 5 mins. **VOLUME** has really great results when used on a regular basis.

THE FACTS

STATISTICALLY

THE MOST ENJOYED SERVICE IN A SALON IS THE HEAD MASSAGE AT THE BASIN. PEOPLE LOVE IT! TREATMENTS ARE AN IDEAL WAY TO TAKE ADVANTAGE OF THIS FACT.

GENERALLY

TREATMENTS ARE HIDDEN AWAY IN A BOX IN THE COLOR AREA OR UNDER THE WASHBASIN, OUT OF SIGHT OUT OF MIND. THE THERAPY CENTRE PUTS TREATMENTS DIRECTLY INTO THE SIGHTS AND THEREFORE MINDS OF BOTH STYLISTS AND CLIENTS.

PHYSICALLY

HOW IT WORKS IS YOU PLACE ONE THERAPY CENTRE BETWEEN EACH WASHBASIN OR NEXT TO YOUR ONE BASIN IF THAT IS ALL YOU HAVE.

EACH UNIT CONTAINS 8 OF EACH TREATMENT SO ALL TREATMENTS ARE ACCESSIBLE WITHOUT HAVING TO MOVE FROM THE WASHBASIN.

THERAPEUTICALLY

WE HAVE SPARED NO EXPENSE TO PRODUCE THE MOST EFFECTIVE RANGE OF TREATMENTS TO DELIGHT YOUR CLIENTS AND IMPRESS YOUR STYLISTS WITH ITS PERFORMANCE

PRACTICALLY

THE BOOSTERS CAN BE USE ON THEIR OWN, TOGETHER, MIXED INTO THE MASQUE AND A SMALL AMOUNT CAN BE Poured INTO THE STAYING ALIVE TO PERSONALIZE THAT PRODUCT FOR YOUR CLIENT. THE BOOSTER CAN ALSO BE ADDED INTO YOUR COLOUR OR PERM SOLUTIONS FOR GREATER PERFORMANCE.

VISUALLY

THE POSTERS ARE DESIGNED TO INSPIRE YOUR CLIENTS INTO ASKING YOU FOR A TREATMENT.

KEVIN.MURPHY

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