



KEVIN.MURPHY
SESSION.SPRAY
FLEX

LAUNCH.ME

Letter from Kevin

Dear Salons,

I wanted to let you know why I decided to make SESSION.SPRAY FLEX. SESSION.SPRAY FLEX is a flexible hold formula without any crunch. It won't flake and will last all day. It's a more flexible, workable hairspray than SESSION.SPRAY, it goes on dryer with anti-static properties that last all day.

It has taken me until now for a number of reasons. It has been quite the challenge to create a product that is similar to SESSION.SPRAY that is anti-humectant and brings something unique to the table.

The first thing a "flash-dry" spray would need to do, is dry fast! It seems self-explanatory but the thing is humidity and water make hair drop and styles not last all day, however we need to include ingredients that improve the moisture levels of the hair. This sounds like a contradiction, but with SESSION.SPRAY FLEX, I have found the balance.

SESSION.SPRAY FLEX provides a fast solution to fixing and controlling hair, regardless of what that hair is like. For those that live in a humid environment the thing that is more important than "weight" is longevity. It's important that we have the satisfaction of a "light spray" but that the spray has memory hold polymer.

I wanted a flexible hold with memory, this means that the hair is able to move freely but return to the shape that was set. Therefore you can maintain a style through an active day. The hair may move but will remain frizz-free, with no flakes ever.

For protection and to help prevent further damage from environmental stressors, I have added Olive Leaf Extract to strengthen hair that is weakened and Grape Seed Extract to moisturise without weight. There is also Green Tea Extract in the blend, to assist in a flexible hold.

I hope you enjoy the new option you have for you and your clients SESSION.SPRAY FLEX, a flexible hair spray that is flash-dry with protection and anti-static properties that last all day.

For every can of SESSION.SPRAY FLEX sold a financial contribution will be made to help reduce global carbon emissions.

Enjoy!



KEVIN MURPHY

KEVIN: THE SESSION STYLIST

SESSION.SPRAY has been such a revolutionary and eco-conscious product loved by so many people in our industry. For some time, Kevin still saw the need to have a 'flash-drying' and lighter hold product that would still control humidity and static properties in the hair. He has finally found that balance with the highly-anticipated launch of SESSION.SPRAY FLEX. Working in many different climates all around the world, Kevin wanted to create this product as a lighter/flexible hold companion to SESSION.SPRAY for everyone that is looking for a faster-drying, flexible hairspray. Make way for SESSION.SPRAY FLEX!



SESSION.SPRAY FLEX

A light, flexible finishing hairspray

Get a flexible, workable hold without the crunch. A lightweight formula that's never flaky. For every can of SESSION.SPRAY FLEX sold, a financial contribution will be made to help reduce global carbon emissions.

Directions: Shake well and spray evenly on dry hair to create a flexible finish.

KEY Features & Benefits

- Sulphate Free
- Paraben Free
- Flake Free
- Humidity Resistance
- Flexible
- Lightweight
- Fast-Drying

KEY Ingredients

Memory Copolymers

Selectively bind to regions of the hair to create a flexible and long lasting hold.

Elasticity Blend

Includes a blend of top performing extracts that together help to strengthen elasticity, smoothness and moisture of the hair. They include, Olive Leaf extract, Grape Seed extract, and Green Tea extract.



Performance Based Products

Kevin is always searching for the newest and best technology to accompany the natural ingredient blends in all of his products. With SESSION.SPRAY FLEX, we are now seeing the introduction and use of two hero ingredients that make this product truly revolutionary. Kevin chose to use Memory Copolymers because of their ability to selectively bind to regions of the hair thus creating a more flexible and long-lasting hold. He also decided to introduce an Elasticity Blend made up of Olive Leaf Extract, Green Tea Extract and Grape Seed Extract because of their ability to help strengthen the hair and improve it's moisture balance for added smoothness and shine.





KEVIN.MURPHY

THE CHOICES
WE MAKE

OLIVE LEAF EXTRACT

WHY IT IS IN THIS PRODUCT:

Olive Leaf Extract contains a high level of healthy monounsaturated fatty acids and the antioxidant vitamin E, this will help moisturise, hydrate and nourish.

INGREDIENT FUNCTION:

To assist in the prevention of future damage from environmental stressers by strengthening the hair that is weakened by overexposure to sun, chemical processing or excessive heat styling.

ORIGIN:

Olive Leaf was first used medicinally in Ancient Egypt, then used as a natural cosmetic for eons in the Mediterranean.

WHY IT IS SPECIAL:

It may mimic the healthy oils, which can form a protective sheath around healthy hair.

INTERESTING THING TO KNOW ABOUT THIS INGREDIENT:

Considered an anti-aging ingredient, Olive Leaf Extract hydrates and strengthen from deep within the follicle.

HOW THIS INGREDIENT WORKS:

Olive Leaf Extract contains the essential fatty acids hair needs and also phenolic compounds that may provide antioxidant benefit.

RESULT ON THE HAIR:

The hair will be moisturised and strengthened to protect and consistent use will prevent further damage.

GRAPE SEED EXTRACT

WHY IT IS IN THIS PRODUCT:

Grape Seed Extract is a very rich source of flavonoids and polyphenols which are potent antioxidants; it is also a good source of fatty acids and vitamin E.

INGREDIENT FUNCTION:

To provide protection against damage caused by free radicals and to smooth hair.

ORIGIN:

From the cosmetic and food industry, Grape Seed Oil is an abundant by product of wine making.

WHY IT IS SPECIAL:

Because Grape Seed Extract contains Linoleic acid, which is very easily absorbed, the hair will be soothed and nourished.

INTERESTING THING TO KNOW ABOUT THIS INGREDIENT:

Research shows that Grape Seed Extract assist maintaining smooth hair.

HOW THIS INGREDIENT WORKS:

Grape Seed Extract is antioxidant rich and is very useful and effective as a moisturiser.

RESULT ON THE HAIR:

The hair will be repaired and moisturised without weight, resulting in body, shine and increased protection from future damage by strengthening hair.

SESSION.SPRAY FLEX

QUICK FACTS

HOW TO USE

Apply onto dry hair after styling. Use alone or layer with other products and style as desired for a flexible hold finish with humidity and static protection.

WHO IT'S FOR

Clients wanting a softer more flexible alternative to SESSION.SPRAY.

PRODUCT HIGHLIGHTS:

Uses Memory Copolymers because of their ability to selectively bind to regions of the hair thus creating a more flexible and long-lasting hold.

Utilises an Elasticity Blend made up of Olive Leaf Extract, Green Tea Extract and Grape Seed extract because of their ability to help strengthen the hair and improve it's moisture balance for added smoothness and shine.

SESSION.SPRAY FLEX

Positioning

FASHION

- Styling hair never goes out of fashion, but hairstyles losing their shape is a definite fashion faux pas! SESSION.SPRAY FLEX was specifically designed to battle a multitude of elements and climates that may cause your hairstyle to fall flat.
- Similar to SESSION.SPRAY, SESSION.SPRAY FLEX has the same anti-humectant and antistatic properties just with a lighter flexible hold.

PERFORMANCE

- With SESSION.SPRAY FLEX we see the building blocks of what Kevin has always envisioned for his products; a blend of natural ingredients alongside the best of technology to create a high performance product that will be loved for years to come.
- A revolutionary blend of Memory Copolymers are used in SESSION.SPRAY FLEX because of their ability to selectively bind like an elastic chain to the hair creating a flexible and long-lasting hold.
- Our Elasticity Blend is made up of Olive Leaf Extract, Green Tea Extract, and Grape Seed Extract. Together, this blend helps to strengthen the hair and improve its moisture balance for added smoothness and shine.
- This product should be applied as a finishing spray to extend the look of freshly styled hair.

ENVIRONMENT

- At KEVIN.MURPHY we care about the environment. We look for resources that are sustainable and renewable.
- For every can of SESSION.SPRAY FLEX sold a financial contribution will be made to help reduce global carbon emissions.
- Cruelty free and PETA approved!

OPPORTUNITY

- 68% of women use a hairstyling product as part of their beauty routines.
- A preference for natural hairstyles has led to a decline in styling product usage. 17% of women in the UK have reported using less hairspray than a year ago, which is an opportunity to bring the consumer back by offering a lighter, more flexible hold than traditional hairspray.
- The need for “no style” styling products is on the rise. This translates to non-hardening, lightweight and stick-free products that provide natural-looking results versus their counterparts offering a “stronger hold”.

SOURCES:

1. THE BEAUTY CONSUMER, 2018
2. MINTEL, 2018
3. MINTEL, 2017

KEVIN.MURPHY

SESSION.SPRAY FLEX

KEVIN.MURPHY LAUNCHES A NEW INNOVATION IN FLEXIBLE, WORKABLE HAIRSPRAYS

FOR IMMEDIATE RELEASE



(DECEMBER 2018) Building on cult favourite, SESSION.SPRAY, KEVIN.MURPHY is excited to announce the launch of SESSION.SPRAY FLEX, a light, flexible finishing hairspray for a workable hold without the crunch. In addition to serving as an anti-humectant, the flash drying property of SESSION.SPRAY FLEX finds the delicate space between keeping moisture in the hair and avoiding humidity so styles last all day.

Brand founder, Kevin Murphy, says, "I wanted a flexible hold with memory; this means that the hair is able to move freely but return to the shape that was set. Therefore you can maintain a style through an active day. The hair may move but will remain frizz-free with no flakes ever."

SESSION.SPRAY FLEX provides a fast solution to fixing and controlling hair, regardless of hair texture. The hairspray offers the satisfaction of a light spray, but with a memory hold polymer that results in lasting longevity. Speaking more to the innovation of SESSION.SPRAY FLEX, Murphy said, "this sounds like a contradiction, but with SESSION.SPRAY FLEX I have found the balance."

The key ingredients used in the flexible hairspray are purposefully sourced, resulting in premium protection from damage and environmental stressors and anti-static properties that last all day. SESSION.SPRAY FLEX includes Olive Leaf extract to strengthen hair that is weakened and Grape Seed Extract to moisturise without added weight. There is also Green Tea Extract in the blend, which assists in a flexible hold.

Staying true to the brand ethos of care and consideration for the environment, a financial contribution will be made to help reduce global carbon emissions with every can sold.

SESSION.SPRAY FLEX will be available in January 2019 for \$30. 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. When searching the world for ingredients, KEVIN.MURPHY looks for companies using micro cultivation, organic growing practices or ecologically-sound wild harvesting techniques to ensure the KEVIN.MURPHY range is of the very highest natural quality. 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.

MEDIA CONTACT
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SESSION.SPRAY FLEX SOCIAL MEDIA PACKET

As most of you are aware, we have a very exciting new product shipping: SESSION.SPRAY FLEX! Here is a little more info about it.

SESSION.SPRAY FLEX is our new lightweight finishing hairspray that offers a flexible, workable hold while protecting and strengthening the hair. Made with a blend of Olive Leaf Extract, Grape Seed Extract, and Green Tea Extract, along with Memory Copolymers, SESSION.SPRAY FLEX helps maintain smoothness and moisture in the hair while creating natural-looking, long-lasting, flake-free hold.

Attached are 5x social media posts for you to spread across any channel you would like.



TEASER IMAGERY

Please note the following posting timeline for this new, exciting launch. All teaser imagery can be posted at any time beginning **December 1, 2018.**

OFFICIAL LAUNCH IMAGERY

All official launch imagery can be posted at any time after January 1, 2019. Please do not post these images before **January 1, 2019**, so that we can keep this new product release as exciting as possible for our customers!

SESSION.SPRAY FLEX SOCIAL MEDIA PACKET

I. TEASER IMAGERY:

Suggested caption for teaser images:

- The best things in life are #flexible. Stay tuned for a new KEVIN.MURPHY product, coming soon! #lovekm #flexyourstyle
- We spy something shiny, new and pink all over. Stay tuned for a new KEVIN.MURPHY product coming soon! #lovekm #flexyourstyle

Suggested caption copy:

- Flash-drying, flexible hold. Meet KEVIN.MURPHY'S new SESSION.SPRAY FLEX - a weightless finishing spray for a stick-free, natural 'doo. #lovekm #sessionsprayflex #flexyourstyle
- Made with a blend of Olive Leaf Extract, Grape Seed Extract, Green Tea Extract, and Copolymers, KEVIN.MURPHY'S SESSION.SPRAY FLEX adds weightless moisture and a long-lasting, flake-free hold. #lovekm #sessionsprayflex #flexyourstyle
- Your style should be flexible! Maintain natural hold with KEVIN.MURPHY'S new lightweight hairspray: SESSION.SPRAY FLEX #lovekm #sessionsprayflex #flexyourstyle
- The newest member of the SESSION.SPRAY family is here. KEVIN.MURPHY'S new SESSION.SPRAY FLEX provides a fast-fix solution for controlling and maintaining frizz-free hair #lovekm #sessionsprayflex #flexyourstyle

II. LAUNCH PLAN

December 1 (global ship date)

- Social media teasers posted throughout the month
- Utilise teaser imagery and captions provided in the launch packet

January 1 (start of global promotional period)

- Official product launch announcement on social media
- New product feature in K.NEWS/Love KM blog article

February 1

- Product feature in K.NEWS
- Ongoing social media posts to promote new product - utilise imagery and captions provided in the launch packet

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cruelty free

Sulphate Free. Paraben Free. Cruelty Free.