



# KEVIN.MURPHY PLUMPING.WASH

Densifying shampoo for thinning hair

A thickening shampoo. Ginger Root and Nettle Extracts strengthen and densify fine hair, leaving the hair and scalp revitalised and refreshed. Sulphate & paraben free. Directions: Apply to wet hair and massage into hair and scalp. Rinse & repeat.

Thickening  
Reduces DHT  
Prevents hair loss  
Exfoliating

Stimulates blood circulation in the scalp  
Nourishing to hair follicles  
Growth accelerator  
Maintains integrity of hair's health

## Key features & benefits

## Key Ingredients

High in iron with stimulating properties, this extract reduces DHT. It is rich in Vitamins A and C, and a wide range of minerals including Iodine, Silicon, and Sulfur. It is a powerful source of amino acids that the hair follicles require for proper growth. It's stimulating qualities also help increase the microcirculation to the scalp.

Nettle Extract

High levels of zinc counteract DHT levels making this extract a growth accelerator and also reducing hair loss.

Ginger Root Extract

Fights follicle ageing by fortifying the roots. Possesses antioxidant properties, which have a beneficial effect on the hair, making it stronger and less susceptible to loss. It's anti-inflammatory properties aid in reversing and preventing the damage caused by DHT.

Oleanolic Acid from Lovely Hemsleya root

A natural conditioning agent, saturated with essential vitamins and minerals. Its amino acids and proteins deliver nourishing benefits that restore sheen, luster and shine. This extract has shown to increase the growth rate of hair. Increases blood flow to the scalp and stimulates the production of moisturizing oils.

Aloe Leaf Juice

Replicates the keratin structure of human hair. Conditions and strengthens while providing abrasion resistance. Amino acids are rich in the vital nutrients needed for hair repair. Because of their low molecular weight, rice amino acids penetrate the hair shaft easily to rebuild and strengthen damaged hair. Rice amino acids strengthen and expand the diameter of the hair shaft to create a noticeably thicker, silkier and more luxurious look.

Rice Protein & Rice Amino Acids

KEVIN.MURPHY  
**PLUMPING.**WASH  
Densifying shampoo for thinning hair

---

Key Ingredients **CONT.**

---

A natural Alpha Hydroxy acid which acts as a gentle, non-abrasive, non-irritating exfoliate that removes dead skin cells, oily residue, and dirt from the scalp. This unclogs hair follicles so new hair can grow. By cleaning the pores of the scalp, it also allows for fast and complete absorption of herbal nutrients that stimulate and nourish hair follicles.

Sugar Cane Extract

---

Properties include anti-irritant activity, anti-oxidants and the prevention of damage to cell structure while protecting the integrity of the hair's health. This extract contains abundant antioxidants and vitamins, and is also a rich source of potassium magnesium and phenolic acid. It has a high concentration of silica, known for its restorative effects on the surface of the hair. Bamboo Extracts add natural shine and lustre to the hair.

Bamboo Extract

---

Contains a concentrated amount of Apigenin, which increases blood flow to the scalp, promoting healthy and strong hair. Stimulates hair growth whilst it lengthens the growing phase. Naturally occurring Apigenin is a bioflavonoid, which maintains the walls of small blood vessels therefore increasing circulation. This natural antioxidant and anti-inflammatory encourages hair growth and thickness. It also promotes the adhesive proteins at the root junction, thereby increasing the anchoring power and preventing hair loss.

Parsley Extract

---