

KEVIN.MURPHY YOUNG.AGAIN.WASH

Immortelle and Baobab infused restorative softening shampoo

A restorative shampoo containing a complex of 20 Amino Acids.

Anti-ageing extracts from Lotus flower and Orchid help to renew youthful lustre and shine to dry brittle hair. Colouring hair causes premature ageing of the hair and YOUNG.AGAIN.WASH addresses these factors by prepping the hair to receive all the ingredients we have selected in the MASQUE and RINSE to soften and restore your hairs natural beauty.



Anti-inflammatory
Softening

Key features & benefits

Anti-oxidant
Anti-ageing

Key Ingredients

Chosen for their resilience to harsh climatic conditions, these carefully picked extracts are hydrophilic, meaning they can absorb moisture from the air. Rich in vitamins and essential fatty acids, these extracts were shown to flourish despite the harsh climatic conditions.

6 Australian Fruit extracts

Baobab Oil is derived from the seeds of the Baobab tree, a tree that is native to Eastern and Southern Africa that has a lifespan of up to 6,000 years. Baobab Oil possesses a noteworthy array of vitamins including A, D and E, with Vitamin E being a superior antioxidant that helps fight ageing. Baobab Seed Oil provides moisturizing benefits to the hair while improving elasticity and tone. It also encourages regeneration of hair.

Baobab Seed Oil

Produced from the flowers of the Helichrysum plant, it is rich in antioxidants to help stop damage to the hair. Immortelle comes from the Latin name meaning golden sun. It has the power of everlasting. Immortelle's medicinal and anti-ageing properties have long been known. Ulysses travelled to the island of Corsica and anointed himself with the precious oil of Immortelle. After applying it to his body the oil gave him the strength and beauty of a demigod. It is thought that Immortelle was the elixir of the gods and was known for its ability to fight the ravages of time. Fifteen years ago, French aromatherapies began to distil and experiment with Immortelle and found it had extraordinary healing qualities and great regenerating abilities by stimulating new cell growth.

Immortelle

A highly soothing emollient that leaves the hair soft and supple. Lotus flower extract regenerates, heals, purifies, rebalances and refines hair texture. Test results indicate that Lotus Flower oil may prove useful in the development of grey hair prevention. It is a conditioning antioxidant. The Lotus Flower essential oil was shown to stimulate melanin synthesis and enzyme activity. Since all enzymes are proteins and the hair is made up of 90% protein, the Lotus Flower extract is a very important factor to help repair and rebuild the hair's surface.

Lotus Flower extract

Rich in proteins, this extract reinforces hair strength and provides intense hydration, softness and elasticity. Known for its ability to adapt to the harshest climates, Orchid extracts are moisturising and protect the hair from moisture loss. The weightless oil lubricates the surface of the hair in order to provide elasticity. Orchid extract has the effect of anti-oxidation and anti-free radicals to defend hair from damage, while stimulating cell re-growth.

Orchid Flower extract