



KEVIN.MURPHY

O.W.P



# Letter from Kevin

**Dear Salons,**

In 2018, we made the decision to manufacture KEVIN.MURPHY bottles with 100% Ocean Waste Plastic (OWP), I wanted to share with you where we are today and why this is such an important step for us to be part of the solution, by helping to clean up the overwhelming amount of plastic in our oceans.

China used to accept waste from all over the world, but now they are no longer accepting the world's waste, so the waste goes to developing countries who can't afford not to accept it, and have no solutions to deal with it. As a result, eight million tons of plastic are dumped into our oceans every year, which equates to 150 million tons of plastic littering our oceans.

Because of this devastating truth, we made the decision to move to a more responsible manufacturing platform. You will begin to see KEVIN.MURPHY bottles made from 100% OWP starting in August of this year, working towards full line conversion of our bottles in 2020. Every time you choose a package that is made from OWP versus virgin plastic, it is the equivalent of removing 3-4 plastic bags from the ocean.

Other manufacturers have committed to using 25% or 30% OWP in their packaging, which is a good start. We decided to go all in and make 100% of our products from 100% OWP. This includes the caps, pumps, over-caps, litres...everything. We are even changing the design of our packaging to suit the new material.

We will produce 14.5 million pieces of plastic in the making of our bottles next year from ocean waste, which means we will lift 360 tons of plastic from the oceans and rivers. This is like removing 14 million plastic bottles from the ocean.

I have compiled for you answers to some of the commonly asked questions I believe you should know and that your customers may ask. I will be updating the FAQs as we learn more from our ongoing quest for better solutions.

Thank you for your commitment to KEVIN.MURPHY and your ongoing support of the CHOICES WE MAKE.



**KEVIN MURPHY**



[CLICK HERE](#) to see a video about OWP

# Hard Truths About Plastic

In 2010, the industry generated 65.6 billion packaging units in plastic – something that increased to 76.8 billion units in 2017. These figures cover actual packaging (bottles, jars, lipsticks etc.) only and not the secondary packaging also used.

8 million tons of plastic are dumped into the ocean every year.

A staggering 150 million tons of plastic currently litter our oceans.

By 2050 there will be more plastic in our oceans than fish. And not only that but the fish are eating small bits of plastic, making them sick. Imagine you are sea turtle; you can't tell if that plastic bag is a jelly fish or food. There is a 65% chance that if a sea turtle will eat a bag, it will die. Additionally, our population is expected to increase among the middle class over the next two decades. This will increase pressure on our resources, leading to irreversible damage to our environment, if we don't change our consumption and production plans.

A staggering  
**150**  
million tons of  
plastic currently  
litter our oceans.

The world produces  
more than  
**300**  
million tons of  
plastic ever year.

By the year  
**2050**  
there will be more  
plastic than fish by  
weight in the oceans.

More than  
**95%**  
of all plastic  
packaging is used  
only once.

Every minute one  
garbage truck of plastic  
is dumped into the ocean.

**8**  
million tons of  
plastic enter our  
oceans each year.





"The decision to switch to OWP was kind of a no-brainer for us. With the beauty industry being a huge contributor to the 8 million plus tons of waste dumped into the world's oceans each year, I did not want to be part of the problem, but part of the solution."

– Kevin Murphy





# Our Commitment

We will produce 14.5 million piece of packaging from our ocean waste next year which means we will lift 360+ tons of plastic from the oceans and rivers which is like removing 14 million plastic bottles from the ocean.

For every package that is made from OWP instead of virgin, it is like removing 4-5 plastic bags from the ocean!

OWP can reduce the total amount of plastic in the world (as opposed to virgin plastic or bio plastic). By cleaning our oceans and beaches, we are saving the lives of millions of marine animals whose lives are threatened by plastic waste.

We will remove

# 360

tons of ocean waste plastic  
from our oceans each year.  
That equals to

# 14

million plastic bottles

OWP reduces CO2 emissions. Producing 1,000 grams of OWP reduces CO2 emissions by more than 56% compared to producing 1,000 grams of virgin plastic.

Production of recycled resin uses 85% less energy and omits 75% fewer greenhouse gases than the production of virgin resin.

The majority of the plastic that ends up littering our oceans and nature is also releasing harmful gasses like methane and ethylene. These are the problematic green house gases which are responsible for the wholes in the O-zone layer that ultimately contribute to climate change.

Our partner Pack Tech was recently recognised by the United Nations as part of their Sustainable Development goals. Basically, they have acknowledged that OWP will have a huge positive impact on our environment. OWP is targeted to support goal #12 of the Sustainable Development Goals.

Production of recycled resin uses

# 85%

less energy and emits

# 75%

fewer greenhouse gases than the  
production of virgin resin

We will remove

# 1,000

grams of OWP reduces  
CO2 emissions by 56%  
compared to producing  
1,000 grams of virgin resin

# The Process



COLLECTED



WASHED



SHREDDED



GRANULATED



 **O.W.P**

# Bottle Features



## FEEL THE CAUSE

Our embossed 100% O.W.P logo located on the side of the bottle ensures our cause can't be missed!

## SPELL IT OUT

Our first production run of ANGELWASH 250ML will be decorated with a "100% Ocean Waste Plastic" sticker to introduce clients to our cause.

## STAMP OF APPROVAL

It's official! Each bottle with the logo has been marked with the 100% Ocean Waste Plastic logo.

## GET INFORMED

Clients can visit [OCEANWASTEPLASTIC.COM](http://OCEANWASTEPLASTIC.COM) to learn more about the collecting and recycling process.



## MEET OUR PARTNER

The Pack Tech logo is featured on the bottom of every bottle.





# FREQUENTLY ASKED QUESTIONS ABOUT OWP

## IDEOLOGY SECTION

**QUESTION:** Why OWP?

**ANSWER:** Making the switch to OWP packaging is one of the most important initiatives we have implemented as a brand and sharing our passion around this change is something we are deeply committed to.

Kevin has always been passionate about environmental issues, but it wasn't until he created his first line of products that he really became aware of just how much harm the production processes of any product can have upon the environment.

And when you make a decision about what kind of company you want to be, in our case one that is focused on sustainability, all of your decisions become about driving and supporting that behavior.

**QUESTION:** Has KEVIN.MURPHY always cared about the environment?

**ANSWER:** It is in the very DNA of our company. From the products we make to the partnerships we form, since the very beginning KEVIN.MURPHY has always been about sustainability. So when we learned about having the opportunity to change our packaging to OWP, it was a very easy decision to make and a decision that was enthusiastically supported by everyone in our company.

**QUESTION:** How did OWP come about?

**ANSWER:** In 2018, we partnered with **4Ocean** in their clean ocean initiative, which facilitates the removal of 1lb. of trash from oceans and coastlines with the purchase of a bracelet made from recycled materials.

During this time, one of our vendors, PACK TECH, serendipitously brought us this fantastic technology that would allow us to produce all of our packaging using 100% OWP.

**QUESTION:** Did you consider other alternative to plastic/biodegradable packaging?

**ANSWER:** While we are always seeking more sustainable alternatives for our packaging, we felt that OWP was the best option at this time. We have evaluated other options, such as glass, but feel this could pose a potential safety hazard in the shower and require additional packaging materials to ensure the bottles did not break in transit. We believe removing plastic waste from the ocean is a good first step in our constantly evolving process.

# FREQUENTLY ASKED QUESTIONS ABOUT OWP

**QUESTION:** What is polylactic acid plastic (PLA) and have you considered this form of plastic as opposed to OWP?

**ANSWER:** PLA is a polymer made from high levels of polylactic acid molecules. PLA is marketed as compostable, but in reality it isn't. Many consumers believe that PLA can be disposed of like composted material, but the truth is, when disposed of, these bottles will stay in nature as long as any other plastic. This leads to even more plastic in nature than if customers would recycle them. For PLA to biodegrade, you have to break up the polymer by adding water to it and add heat and moisture hydrolysing to occur. So if you throw that PLA cup or fork in the trash, where it will not be exposed to the heat and moisture required triggering biodegradation, it will sit there for decades or centuries, much like an ordinary plastic cup or fork.

**QUESTION:** Will OWP just end up in the ocean anyway?

**ANSWER:** We believe that every great movement starts with one small step. While we cannot control what people do once they purchase a KEVIN.MURPHY

product, our hope is that by educating consumers on the importance of safe packaging disposal, together we can make a difference, one bottle at a time. This OWP initiative is also intended to start an industry-wide conversation about the heart of the issue: safe packaging disposal. KEVIN.MURPHY aims to change the industry standard, and will transparently share its eco-friendly processes so other brands can follow suit.

**QUESTION:** How does converting your packaging to OWP fit into your larger vision for KEVIN.MURPHY?

**ANSWER:** We are a small entrepreneurial company so we are able to make quick decisions. And when we made this commitment, we decided to go all in. Some brands are using 10, 20 or maybe 30% OWP which is a great start. Our packaging will be made out of 100% OWP. This includes the caps, litres, everything. We are even changing the design of our packaging to suit the new material that will be happening in a phase-in process.

**QUESTION:** What is the actual process of turning plastics in the ocean into usable ocean waste packaging?

**ANSWER:** First, OWP is sorted and separated by plastic type and colour by a high-speed high precision optical sorting machine. Next, it is rinsed and cleaned thoroughly for granulation. Each batch is then authenticated by ocean watch and verified. The plastic is then mixed with a 1% antioxidant to counteract any degradation before being deodorised and turned into pellets. Every batch of OWP packaging is then documented to verify the origin and material composition.



# FREQUENTLY ASKED QUESTIONS ABOUT OWP

## PRODUCTS SECTION

**QUESTION:** Does the OWP plastic we use produce a "clean burn"?

**ANSWER:** Without getting too technical, since the answer to this question really depends on the conditions in which the plastic is burned, the whole idea about OWP (and recycling in general) is to avoid plastic being burned. If people recycled the plastic as they should, it isn't burned but melted and nothing "bad" is released. It is only when thrown in nature and then collected that it is often burned.

**QUESTION:** What is the timing for KEVIN.MURPHY to switch to OWP packaging?

**ANSWER:** We will begin phasing in OWP in late 2019 and will continue into 2020 until all KEVIN.MURPHY packaging has been replaced with OWP.

**QUESTION:** Is the OWP packaging still recyclable?

**ANSWER:** Yes, it is! Our new OWP packaging will be 100% recyclable, allowing it to be repurposed again and again.

It can be recycled with virgin plastics entering the same recycle chain.

**QUESTION:** Will there be any changes in formulation?

**ANSWER:** No. The packaging has been tested and is compatible with our current formulas.

**QUESTION:** Will all KEVIN.MURPHY products be made of OWP?

**ANSWER:** We will start first by converting our KEVIN.MURPHY HDPE packaging (our square shaped, rectangle shaped, tubs, 40ml MINI.MURPHY's, litres, and their corresponding caps). The process of converting our diamond shape packaging bottle will be phase 2, and will begin in 2020.

**QUESTION:** How do we recycle the empty bottles so they don't end up in the sea again?

**ANSWER:** Much like our current KEVIN.MURPHY HDPE packaging, it is accepted at most recycling centres in the world, as it is one of the easiest plastic polymers to recycle.

**QUESTION:** Will the price of the products now increase?

**ANSWER:** While it is approximately five times more expensive to produce our bottles in 100% OWP, we believe this is a sound investment for our brand as well as the environment. Like any brand, we do occasionally implement price increases as needed to maintain the integrity and high performance consumers have come to expect. That said, for OWP we have absorbed much of the cost ourselves to make this happen because we feel the issue is so important to the future of the planet.





# The Choices You Make

Join KEVIN.MURPHY's commitment to the environment with some of our simple steps to make your salon cleaner and greener for your clients and the environment.

## ENCOURAGE CLIENTS TO RECYCLE

Incentivise clients to bring back their old bottles to be recycled by offering a discount on products or services, such as a complimentary TREAT.ME or a MINI.MURPHY of their choice.

## SWITCH TO LED BULBS

A mid-sized salon can save \$14,000 in electricity costs over the lifespan of a bulb just by using LED bulbs.

## CLEAN GREEN

Use 100% biodegradable cleaning products to ensure your salon has a safer and healthier environment.

## SAVE ELECTRICITY

Purchase **Energy Star** appliances to save money and protect the environment through energy-efficient products and practices.

## REDUCE WATER USAGE

Reduce wasted water at the washing station with a smarter showerhead. KEVIN.MURPHY loves **Ecoheads** delivering double the pressure while saving 65% of water.

## GREEN CIRCLE SALONS PROGRAM

Join the movement and recycle your colour tubes and foils to benefit your community and other sustainable initiatives with our partners at **Green Circle Salons**.



# OWP In The Press

## CASSANDRA

BETTER BEAUTY:  
environmentally-focused  
beauty brands prioritize  
sustainability

ONLINE

PureWow.

Kick Plastic to the Curb  
with These 12 Sustainably  
Packaged Beauty Products

ONLINE



How the Beauty  
Industry Is Becoming  
More Earth-Friendly

ONLINE

COASTAL  
LIVING

19 Cool Products  
Made of Recycled  
Ocean Plastic

ONLINE

PACKAGING  
WORLD.

It's a material world,  
Part I: How alternative  
materials can address  
the plastics problem

ONLINE

YAHOO!

OMG The Crazy Reason  
You Should Stop Tossing  
Your Beauty Products In  
The Garbage

ONLINE

Women'sHealth

What Is Sustainability?  
(attach in email)

PRINT

POPSUGAR.

This Beauty Brand Is  
Making All of Its Packaging  
Using Ocean Plastic Waste

ONLINE

GIRLS' LIFE

Save Your Strands,  
Save The Planet

PRINT

PACKAGING  
GATEWAY

Ocean plastic: will more  
packaging companies  
take the plunge?

ONLINE

Salon

It's Easy Being Green  
(attach in email)

PRINT

BCLiving

6 Ways to Reduce the Plastic  
in Your Beauty Stash

ONLINE

PACKAGING  
WORLD.

It's a material world Part 2:  
Tackling the plastics problem  
through package design

ONLINE

  
The Spa Insider

Earth-friendly Beauty  
Guide: Eco-conscious  
Brands Committed to  
Sustainability

ONLINE

Women'sHealth

Your Green Beauty Guide To  
Creating A More Sustainable  
Routine

ONLINE

Salon

Making Waves  
(attach in email)

PRINT



A Gorgeous Future  
(attach in email)

PRINT

YAHOO!

This Beauty Brand Is  
Making All of Its Packaging  
Using Ocean Plastic Waste

ONLINE

BEAUTY : PACKAGING

The Rabbit Hole of Sustainable  
Packaging


ONLINE



# New OWP Signature

## GMAIL

Add or change a signature You can put up to 10,000 characters in your signature.

1. Open **Gmail**.  > **Settings**.
2. In the top right, click Settings.
3. In the "Signature" section, add your signature text in the box. If you want, you can format your message by adding an image or changing the text style.
4. At the bottom of the page, click "Save Changes".

## OUTLOOK

1. Open a new email message.
2. Select **Signature > Signatures** from the **Message** menu.

Depending on the size of your Outlook window and whether you're composing a new email message or a reply or forward, the **Message** menu and the **Signature** button might be in two different locations.

3. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type a name for the signature. Or edit your current signature.
4. Remove old picture and then select the Image icon and insert your selected file.
5. You can re-size the photo by clicking the image and dragging the corners to your selected size.
6. When you're done, select ok, then select ok again to save the changes to your signature

## SIGNATURE

The official KEVIN.MURPHY signature sample placed below

**Sanaz Enshaian** | Senior Brand Manager  
**KEVINMURPHY.COM.AU**  
**CALL.ME** (USA) +1 (949) 396-0505  
**MAIL.ME** [senshaian@kevinmurphy.com.au](mailto:senshaian@kevinmurphy.com.au)  
**VISIT.ME** 47 Discovery, Suite 230, Irvine, 92618, CA, USA



# KEVIN.MURPHY

ANGEL.WASH: KEVIN.MURPHY ROLLS OUT FIRST PRODUCT MADE FROM 100 PERCENT OCEAN WASTE PLASTIC  
The first beauty brand to commit to using 100% Ocean Waste Plastic gives this beloved shampoo the first eco-friendly makeover in the line

FOR IMMEDIATE  
RELEASE

(TK 2019) In September 2018, KEVIN.MURPHY became the first beauty brand to announce they are adopting 100 percent Ocean Waste Plastics (OWP), plastic reclaimed from the ocean and recycled, to use for their packaging in an effort to reduce the amount of virgin plastics manufactured and to clean up our oceans from the overwhelming amount of plastic waste. As the brand begins to make this important packaging transition, the first product to be featured in this new eco-friendly packaging will be ANGEL.WASH, a volumising and nourishing shampoo for fine hair that is a signature of the brand. The process of converting all plastic packaging into OWP will continue into 2020 until all KEVIN.MURPHY packaging has been converted.

Sustainable practices and eco-conscious considerations have been at the core of the brand since its founding, from the design of its square bottles that maximise shipping efficiency to its use of natural ingredients from sustainable and renewable sources, but the switch to using 100 percent OWP is a proud moment for founder and stylist, Kevin Murphy. The initiative is intended to start an industry-wide conversation that spurs beauty brands and hopefully other companies to make earth-conscious decisions about packaging.

"As we stand on the precipice of irreversible climate change, I want to feel confident that I am doing everything I can as an individual and as a brand to minimise the impact humans have on the environment," says Kevin Murphy. "Our initiative, which we call 'The Choices We Make' is designed to encourage consumers and other brands to do the same. Our dedication to making the switch from virgin plastic to Ocean Waste Plastic is a proud moment for our brand, and we look forward to making this change, starting with our ANGEL.WASH shampoo."

Every package that is made from OWP instead of virgin plastic is the equivalent of removing four to five plastic bags from the ocean. KEVIN.MURPHY will produce 14.5 million pieces of packaging from ocean waste this year, which means the brand will lift 360+ tons of plastic from oceans and rivers. This is the equivalent of removing 14 million plastic bottles from the ocean. Additionally, this new packaging is also recyclable.

For more information on KEVIN.MURPHY or to find a nearby salon, please visit [WWW.KEVINMURPHY.AU.COM](http://WWW.KEVINMURPHY.AU.COM).

## 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.

## MEDIA CONTACT

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lightel@havasformula.com



# SOCIAL MEDIA PACKET

## OWP

**We are excited to give you an update on our Ocean Waste Plastic initiative! We are set to release a limited number of ANGEL.WASH 250ml bottles this fall. Why a limited number? We thought it was vital to put our stake in the ground and be first in the professional beauty space to use OWP! We are set to roll out several more products this year and into 2020!**

**Please note the following when promoting this initiative online:**

We will start to implement our new packaging initiative on all square bottles, square tubs, flip caps and litres in mid-2019. Following the first phase of our new packaging release, we will then begin to implement the use of ocean waste plastics on our diamond-shaped bottles, pumps and actuators in 2020. By the end of 2020, we aim to have all KEVIN.MURPHY components of our packaging, excluding aerosols, made from 100% recycled ocean waste plastics.

Once we are 100% OWP – we aim to pull 360 tons of plastic out of the ocean each year. Our oceans and their habitat are at risk from the pollution that is dumped each day. Our hope is that by being a leader in our industry and in our world, other companies will follow our lead and join us in our effort to clean up the oceans.

**Here are some useful statistics to help drive this initiative:**

- Every minute, one garbage truck full of plastic is dumped into our oceans.
- Over 5 trillion pieces of plastic are currently littering our beautiful oceans and coastlines.
- Every piece of plastic that has ever been made – ever – is still here on our planet.
- Currently, only 9% of our world's plastics are recycled.
- By 2050, there will be more plastic in the ocean than fish.

In addition, OWP produces a fraction of the greenhouse gas of virgin plastic. Production of recycled resin uses 85% less energy and emits 75% fewer greenhouse gases than the production of virgin resin.

**Why not biodegradable plastic?** Biodegradable plastic requires very specific recycling. Most consumers and salons do not have access to the process or resources to recycle biodegradables, and as a result, those plastics may end up in a landfill. OWP is recyclable along with all other plastics and can be put in the same bins at home or in salon.



# SOCIAL MEDIA PACKET

## OWP



Attached are 4x images for you to spread across any channel you would like. Along with these posts, please include some of the following suggested caption copy:

1. We are so proud to share our first run of ANGEL.WASH in OWP packaging! We are committed to making all of our plastics from OWP by end of next year! #TheChoicesWeMake #SaveOurOceans #CleanOcean #CleanOceans #Environment #LoveKM
2. Did you know that OWP uses 85% less energy and emits 75% fewer greenhouse gases than the production of virgin resin? Another reason we are so proud of our decision to go all in with OWP! #TheChoicesWeMake #LoveKM #OWP
3. Over 5 trillion pieces of plastic are currently littering our beautiful oceans and coastlines. KEVIN.MURPHY wants to inspire the world to clean it up. Our OWP bottles will pull 360 tons from the ocean each year! #TheChoicesWeMake #SaveOurOceans #LoveKM
4. If we don't clean up our beautiful oceans, our eco-system will be forever damaged. If we don't act now there will be more plastic in the ocean than fish by 2050. Support brands like ours that are committed to sustainability! #LoveKM #TheChoicesWeMake #OWP #JoinUs



# KEVINMURPHY.COM.AU

LOVEKEVINMURPHY.COM

f LOVE KEVIN MURPHY

📷 @LOVE\_KEVIN\_MURPHY

🐦 @KEVINMURPHYINTL



Sulphate Free. Paraben Free. Cruelty Free.