

@PUREHAIRCARENYFW
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Pure Haircare invite you to the study tour for NEW YORK FASHION WEEK

CREATE A ONCE IN A LIFETIME EXPERIENCE IN NEW YORK!

PURE HAIRCARE HAS TEAMED UP WITH KYLIE DWYER FOR THE NEW YORK TOUR WHICH IS DESIGNED SO YOU CAN EXPERIENCE ALL THAT NEW YORK HAS TO OFFER.

AT THE SAME TIME, GET YOUR CREATIVITY FLOWING AND YOUR BUSINESS MIND TICKING WITH A BEHIND THE SCENES LOOK AT NEW YORK FASHION WEEK AS WELL AS TAKING IN SOME SHOWS.

HAVE YOU EVER DREAMT OF BEING ABLE TO CREATE YOUR PRICE STRATEGY, CHARGE WHAT YOU NEED TO CHARGE AND NOT BE CONTROLLED BY THE MARKET? OUR GUEST SPEAKERS WILL TAKE AN IN-DEPTH LOOK AT ASPECTS THAT WILL HELP YOUR BUSINESS GROW.

WE WILL ALSO BE MEETING WITH ONE OF THE REGULARS OF FASHION WEEK AND PRESENTING MODELS FROM SOME OF NEW YORK'S LEADING DESIGNERS.

THE STUDY TOUR COMMENCES ON MONDAY 7TH SEPTEMBER THROUGH TO WEDNESDAY 16TH SEPTEMBER 2020.

THIS IS ONE OPPORTUNITY THAT CAN'T BE MISSED, SO CONTACT KYLIE DWYER NOW TO SECURE YOUR SPOT AS POSITIONS ARE LIMITED AND SELLING FAST.

FOR BOOKINGS AND A MORE DETAILED ITINERARY OF EVENTS, PLEASE CONTACT:

ELITE HAIR EDUCATION
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[HTTPS://ELITEHAIREducation.COM/COME-TO-N-Y-FASHION-WEEK/](https://elitehaireducation.com/come-to-n-y-fashion-week/)



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EDUCATION AND BUSINESS TIP

PURE EDUCATION

ELEVATING CRAFTSMANSHIP AND PROFESSIONALISM THROUGHOUT THE HAIRCARE INDUSTRY

INFLUENCE, INSPIRE AND NOURISH YOURSELF IN AN ENVIRONMENT FULL OF CREATIVITY. WORK HANDS ON WITH MASTER EDUCATORS, PIONEERING NEW HAIRCARE TECHNIQUES AND INNOVATIONS.

NEW SOUTH WALES

SYDNEY

11 MAY – GUEST ARTIST PHOEBE SHAW

CENTRAL COAST

9 MARCH – GUEST ARTIST PHOEBE SHAW

13 APRIL – PURE MASTERING SELTS TAKE 2

25 MAY – PURE BEYOND BALAYAGE

ALBURY

2 MARCH – PURE BLONDE AMBITION

DUBBO

30 MARCH – PURE BEYOND BALAYAGE

QUEENSLAND

BRISBANE

16 MARCH – GUEST ARTIST PHOEBE SHAW

31 MARCH – PURE COLOUR LOUNGE WITH KYLIE DWYER

20 APRIL – PURE COLOUR EXPRESS TAKE 2

WESTERN AUSTRALIA

PERTH

23 MARCH – PURE COLOUR AUTHORITY

20 APRIL – GUEST ARTIST JULIA RALPH

4 MAY – PURE FORECASTING TRENDS

VICTORIA

MELBOURNE

6 APRIL – MASTERING PURE

20 APRIL – PURE COLOUR LOUNGE WITH KYLIE DWYER

TRARALGON

16 MARCH – PURE BLONDE AMBITION

TASMANIA

LAUNCESTON

11 MAY – COLOUR EXPRESS TAKE 2

HOBART

30 MARCH – GUEST ARTIST PHOEBE SHAW

18 MAY – GUEST ARTIST JULIA RALPH

FOR BOOKINGS OR MORE INFORMATION CONTACT YOUR SALES AGENT, HAIRJAMM TECHNICIAN OR HAIRJAMM HEAD OFFICE

NEW PURE EVOLVE COLOURS

9.02



VERY LIGHT BLONDE NATURAL VIOLET

A TRUE VIOLET TONER THAT WILL BE YOUR GO TO SHADE FOR CLEAN, CRISP BLONDES. MIX WITH CLEAR TO TAKE YOU TO A 10 LEVEL AND BEYOND FOR PLATINUM WORK OR SIMPLY INTERMIX WITH SHADES LIKE 9.8 OR 10.82 TO GIVE YOU TONERS WITH A HINT OF SOMETHING EXTRA.

9.92



VERY LIGHT BLONDE MOCHA VIOLET

A SOFT SANDY BLONDE THAT SUITS NEARLY EVERY SKIN TONE. FLATTERING AND DELICATE, THE PERFECT SHADE TO WORK WITH ON YOUR BRUNETTE TO BLONDE BALAYAGE CLIENTS OR TO SIMPLY ADD THAT SPECIAL SHIMMER OVER LIGHTENED AND TORTURED HAIR TO BRING IT BACK TO LIFE.



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WORKPLACE MANNERS

THERE IS ONE THING I'VE ALWAYS BEEN DISCIPLINED TO DO MYSELF AND TEACH MY TEAM TO DO AND THAT IS TO HAVE GOOD MANNERS. GOOD MANNERS CAN MAKE ALL THE DIFFERENCE IN YOUR CLIENTS AND TEAM MATES DAY. NOT TO MENTION HOW GOOD IT MAKES YOU FEEL AND THE HAPPY CULTURE THAT GETS CREATED IN THE SALON. ALL OF OUR CLIENTS SIT LISTENING TO HOW WE CONDUCT OURSELVES AND THIS CAN HAVE AN IMPACT ON THEIR DECISION TO RETURN OR NOT. WE ALL KNOW THAT IT'S MORE THAN JUST THE HAIR THEY COME TO THE SALON FOR. I HAVE NOTICED IN THE PAST 5 YEARS THAT GOOD OLD FASHION MANNERS SEEM TO HAVE SLIPPED ALOT IN SALON CULTURE.

HERE ARE 10 SIMPLE TIPS THAT I WOULD SUGGEST YOU MAKE AS PART OF THE MANDATORY CULTURE IN YOUR BUSINESS.

1. SAY PLEASE AND THANK YOU
2. SAY HELLO AND GOODBYE WITH A SMILE
3. DON'T IGNORE PEOPLE WHEN WALKING PAST THEM

4. WHEN YOU LEAVE THE SALON FOR LUNCH ASK OTHERS IF THEY WOULD LIKE ANYTHING
5. ALWAYS SAY EXCUSE ME
6. DON'T INTERRUPT CONVERSATIONS
7. SAY I'M SORRY WHEN NEEDED
8. HOLD THE DOOR OPEN FOR CLIENTS
9. TURN YOUR PHONE DOWN OR OFF
10. DON'T COMPLAIN

OH AND THERE'S ONE MORE FAV, "CLEAN UP AFTER YOURSELF!"

HAVE A GREAT MONTH AND AS ALWAYS PLEASE FEEL FREE TO CONTACT ME TO DISCUSS ANY OF YOUR TRAINING NEEDS.

KYLIE

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