



ORGANIC HAIRCARE

PROUDLY AUSTRALIAN MADE AND OWNED, PURE ORGANIC HAIRCARE IS BLENDED WITH NATURALLY DERIVED INGREDIENTS INCLUDING OUR EXCLUSIVE AUSTRALIAN CERTIFIED ORGANIC COMPLEX. EVIDENCE SHOWS ORGANICALLY GROWN PLANTS ARE RICHER IN NUTRIENTS AND MORE ENVIRONMENTALLY FRIENDLY. ORGANIC FARMING USES NATURAL PRACTICES FREE FROM CHEMICALS WHICH IS BETTER FOR THE CLIMATE AND BOOSTS BIODIVERSITY.

OUR COMMITMENT AT PURE HAIRCARE IS TO MINIMISE THE IMPACT OF OUR HAIRCARE ON THE ENVIRONMENT WITHOUT COMPROMISING THE QUALITY OF OUR PRODUCTS AND THEIR PERFORMANCE. THIS APPROACH KEEPS PURE HAIRCARE AT THE FOREFRONT OF 'FREE FROM' AND NATURAL HAIRCARE SOLUTIONS. OUR AIM IS TO DEVELOP SAFER, MORE GENTLE HIGH-LEVEL FORMULAS THAT ARE EASILY BIODEGRADABLE MINIMISING ENVIRONMENTAL IMPACT. OUR PURE BOTTLES ARE MADE ECOLOGICALLY WITH 100% RECYCLED AUSTRALIAN LAND WASTE PLASTIC, ALL CARBON EMISSIONS FROM PRODUCTION ARE OFFSET WITH REFORESTATION.



**LADIES T-SHIRTS AND
MENS POLO SHIRTS**



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PURE RELAUNCH DEALS

SEE YOUR SALES AGENT FOR OPENING DEALS AND HOW YOU CAN GET THIS NEW PURE MERCHANDISE IN YOUR SALON!



LARGE BOTTLE STANDEE



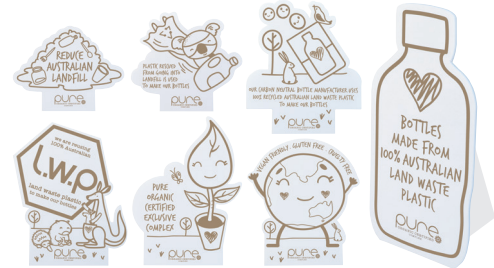
A1 SELF ADHESIVE POSTER



RETAIL STAND HEADER



COUNTER STAND WITH BACKING CARD



SET OF 7 KINDS SMALL CHARACTER STRUT CARDS



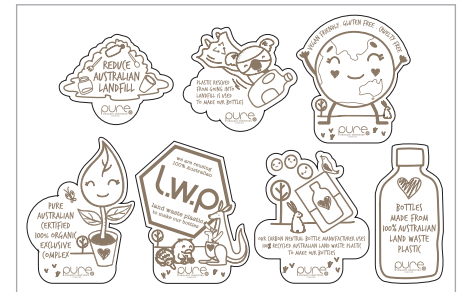
SET OF 4 LOGO DECALS



LONG SALON WINDOW DECAL



1 LITRE POS



SET OF 7 MIRROR DECALS

PURE SOCIAL MEDIA CHALLENGE



HOW TO JOIN THE CHALLENGE:

1. CREATE A DISPLAY IN SALON USING THE NEW PURE MERCHANDISE MATERIALS AND FEEL FREE TO ADD YOUR OWN ITEMS TO HELP STYLE AND DECORATE.
2. POST A PICTURE OF YOUR DISPLAY TO SOCIAL MEDIA AND TAG #PURELWPSALON.
3. THE TOP 3 ENTRIES WITH THE MOST LIKES WILL WIN \$1000 WORTH OF PRODUCTS (RRP VALUE) AS WELL AS AN ORGANIC GOURMET FOOD AND WINE BASKET!
4. COMPETITION WILL COMMENCE 1ST AUGUST AND THE WINNER WILL BE ANNOUNCED ON 1ST NOVEMBER 2020.

ASK YOUR SALES AGENT FOR MORE INFORMATION

DEALS . EDUCATION . BUSINESS TIP

DEAL 01

JUUCE PERM DEAL

BUY:

20 ASSORTED PERMS + 20 NEUTRALISERS
AT LIST PRICE

RECEIVE NO CHARGE:

20 ASSORTED PERMS + 20 NEUTRALISERS



DEAL 02

JUUCE 5 LITRE DEAL

BUY:

2 x JUUCE 5 LITRES AT LIST PRICE

RECEIVE NO CHARGE:

1 x JUUCE 5 LITRE

AVAILABLE IN:
COLOUR LIFE
SHAMPOO/CONDITIONER,
ULTRA BLONDE
SHAMPOO/CONDITIONER,
ARGAN SOFT
SHAMPOO/CONDITIONER,
SILK HYDRATE
SHAMPOO/CONDITIONER,
SILVER BLONDE
SHAMPOO



zoom

NEW STAFF? SOMEONE NEED AN UPDATE?
LIKE TO REFRESH YOUR KNOWLEDGE?
ZOOM IN AND JOIN ONE OF OUR FABULOUS EDUCATION
TEAM FOR OUR NEW ZOOM TRAININGS

MONDAY 3 AUGUST

PURE CONFIDENT CORRECTION – DARK TO LIGHT
THEORY SESSION ONLY INCLUDING Q&A

MONDAY 10 AUGUST

PURE CONFIDENT CORRECTION – LIGHT TO DARK
THEORY SESSION ONLY INCLUDING Q&A

MONDAY 24 AUGUST

PURE BLONDE AMBITION
THEORY SESSION ONLY INCLUDING Q&A

PURE EDUCATION IN SALON WORKSHOPS

FANCY YOUR OWN WORKSHOP IN SALON? CONCERNED ABOUT SOCIAL DISTANCING FROM STRANGERS? NEED AN UPDATE OR SOME TEAM BUILDING CREATIVE SESSIONS?
SPEAK TO YOUR EDUCATOR TO BOOK AND DISCUSS FURTHER DETAILS @PURE_EDUCATION – DISCOUNTS APPLY TO LOYALTY SALONS.

HALF DAY WORKSHOPS

COLOUR EXPRESS TAKE 2

COST: \$250 WITH UP TO 5 STAFF. INCLUDES 1 MANNEQUIN.
MORE MANNEQUINS CAN BE PROVIDED AT AN ADDITIONAL COST.

MASTERING MELTS TAKE 2

COST: \$250 WITH UP TO 5 STAFF. INCLUDES 1 MANNEQUIN.
MORE MANNEQUINS CAN BE PROVIDED AT AN ADDITIONAL COST.

FULL DAY WORKSHOPS (5-6 HOURS)

PURE BEYOND BALAYAGE

COST: \$350 PER SALON (1-2 ATTENDEES). INCLUDES 1 MANNEQUIN.
ADDITIONAL ATTENDEES WILL REQUIRE A MANNEQUIN WHICH
ARE \$140 EACH. MAXIMUM 2 ATTENDEES PER MANNEQUIN.
MAXIMUM 6 ATTENDEES PER CLASS. ALL ATTENDEES MUST
COME FROM THE SAME SALON. MODELS MUST NOT BE USED.

PURE FORECASTING TRENDS

COST: \$350 PER SALON (1-2 ATTENDEES). INCLUDES 1 MANNEQUIN.
ADDITIONAL ATTENDEES WILL REQUIRE A MANNEQUIN WHICH
ARE \$140 EACH. MAXIMUM 2 ATTENDEES PER MANNEQUIN.
MAXIMUM 6 ATTENDEES PER CLASS. ALL ATTENDEES MUST
COME FROM THE SAME SALON. MODELS MUST NOT BE USED.

PURE STYLE GURU

COST: \$350 PER SALON (UP TO 4 ATTENDEES)
MANNEQUINS WILL BE PROVIDED TO BLOWDRY. THESE WILL BE
RETURNED TO HAIRJAMM.



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WHAT IS SUCCESSION TEAM PLANNING?

SUCCESSION PLANNING IS A STRATEGY TO DEVELOP A FUTURE STYLIST FOR YOUR SALON GROWTH OR CRISIS.

AFTER ALL THE UNCERTAINTY OF 2020 IT HAS NEVER BEEN MORE IMPORTANT TO
HAVE A CLEAR PLAN TO DEVELOP YOUR APPRENTICES INTO EMERGING STYLIST
AND SENIOR STYLIST.

THIS PLANNING CAN SAVE YOU A LOT OF TIME AND MONEY IF DONE CORRECTLY
AND UNEMOTIONALLY.

MY TIPS TO GROW EXCELLENT STYLISTS THROUGH YOUR OWN CULTURE HAS
BEEN A SUCCESSFUL FORMULA FOR ME AS A SALON OWNER FOR 21 YEARS
WITH A TEAM OF 25.

1. KNOW WHO YOUR 'HARD TO REPLACE' STYLIST IS AND PLAN FOR THE DAY
THEY MIGHT NOT BE THERE.
2. DON'T GET CAUGHT IN PROMOTING THE NEXT PERSON IN LINE SOMETIMES
THE RIGHT PERSON MAY BE AN APPRENTICE OR SOMEONE YOU WILL
PROMOTE THROUGH THE RANKS THAT IS THE RIGHT FIT.

3. IN PRIVATE MEETINGS YOU CAN SHARE AN UNDERSTANDING WITH EACH
TEAM MEMBER THAT THERE WILL BE PROMOTIONS WITHIN THE BUSINESS
AND WHAT YOU ARE EXPECTING OF THEM FOR THOSE POSITIONS.

4. ENSURE YOU HAVE SPECIFIC PROFESSIONAL DEVELOPMENT SO THE
PROMOTED OR NEW TEAM MEMBERS ARE PREPARED WITH CONFIDENCE.

5. PRACTICE AND DON'T WAIT FOR THE STAFFING CRISIS. IF A POTENTIAL TEAM
MEMBER IS GIVEN SOME MORE RESPONSIBILITIES ALONG THE WAY THEY
WILL BE ABLE TO FILL THE SHOES MORE QUICKLY WHEN THE TIME COMES.

STAY SAFE, STAY POSITIVE AND HAVE A GOOD MONTH!

KYLIE

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