

# 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 4 LOGO DECALS



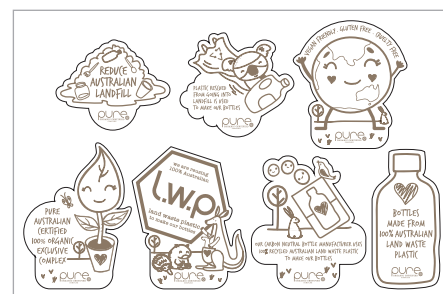
SET OF 7 KINDS SMALL CHARACTER STRUT CARDS



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

GREAT PRIZES



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# PURE PRODUCTS & EDUCATION



## PURE EVOLVE PLEX LIGHTENING POWDER DEAL

**BUY 3 PURE EVOLVE PLEX LIGHTENING POWDER AT LIST PRICE AND RECEIVE 2 NO CHARGE!!**



**ASSORTED PURE SHIRTS AVAILABLE, SEE YOUR SALES AGENT FOR AVAILABLE SIZES.**

## 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 SELTS 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.

## 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 7 SEPTEMBER**  
**HAIR ANALYSIS: GET IT RIGHT FROM THE START**

**MONDAY 14 SEPTEMBER**  
**USING ULTRALIFT 12 SERIES**

**MONDAY 21 SEPTEMBER**  
**MASTERING PURE**

**MONDAY 28 SEPTEMBER**  
**PURE RETAIL**



**KYLIE DWYER**  
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## SPRING HAIR COLOUR AND CARE

WE ALL NEED REASONS TO BE PUMPED FOR THE ARRIVAL OF SPRING! THEY SAY A CHANGE IS AS GOOD AS A HOLIDAY, AND DON'T WE ALL NEED A LIFT TO CHANGE OUR FOCUS FROM THE UNCERTAINTIES COVID-19 HAS BROUGHT TO US ALL.

TO HIGHLIGHT NEW SPRING TRENDS, AND HELP INSPIRE OUR CLIENTS, WHY NOT START BY COLOURING OUR OWN HAIR.

WHETHER YOU'RE FOLLOWING THE PURE/DAVINES TRENDS OR CLOSELY EMULATING WHAT THE CELEBRITIES ARE DOING, IT DOESN'T MATTER, JUST BE COURAGEOUS AND BOLD, JUST DO IT.

YOU'LL NEED PLENTY OF IMAGERY TO INSPIRE YOUR CLIENTS, AND MAYBE A COMPETITION FOR YOUR TEAM SO THEY CAN BECOME FOCUSED ON PROMOTING THE NEW SEASONS COLOUR.

DURING CONSULTATION USE THE SEASON OF SPRING TO EXCITE YOUR CLIENTS, IT MIGHT HELP TO CREATE A SPIEL FOR YOUR TEAM, ALONG WITH SOME SPRING PACKAGES TO HELP THE SALES PROCESS.

SPRING TIME IS A BRILLIANT TIME TO GET THE HAIR CONDITION READY FOR THE SUMMER ELEMENTS. WHEN YOU UPGRADE A LOOK, REMEMBER THE SEASON CHANGE MEANS IT'S TIME TO CHECK YOUR CLIENTS HAIR CONDITION.

YOU MIGHT CHANGE A CONDITIONER OR ADD A TREATMENT TO THE HOME MAINTENANCE PLAN, OR ADD A CONDITIONER OR TREATMENT TO YOUR COLOUR PACKAGE AS LOSS LEADER PROMOTION.

THESE LITTLE THINGS ARE THE BIG THINGS TO YOUR CLIENTS. DISCUSSING NEEDS WITH EACH CLIENT, SHOWS THAT YOU CARE.

COUNTLESS SURVEYS HAVE SHOWN THE MAIN REASON CLIENTS CHANGE SALONS IS BECAUSE THEY FEEL THEIR CURRENT HAIRDRESSER DOESN'T CARE.

### MY TOP TIPS FOR SPRING ARE:

- CONSULT WITH YOUR CLIENTS AS IF THEY ARE A NEW CLIENT, EVERY TIME.
- LOOK TO RECOMMEND A CHANGE TO THE CURRENT HAIR CUTTING SHAPE AND COLOUR, THE CUT WITH A NEW TECHNIQUE.
- EXCITE YOUR CLIENTS WITH "SPRING IS COMING", TIME FOR A COLOUR CHANGE!
- CREATE A SPRING PACKAGE, MAKE IT PERSONAL, SO YOU HAVE SOMETHING SPECIFIC TO SELL.
- DRIVE SALES THROUGH YOUR TEAM, BY RUNNING A COMPETITION FOR THEM, BASE IT ON UNITS SOLD PER HOUR OF WORK.
- RE-ASSESS THE CONDITION OF YOUR CLIENTS HAIR AND RECOMMEND A TREATMENT.
- RECOMMEND A NEW HOME MAINTENANCE ROUTINE, TO GET HAIR READY FOR SUMMER.
- GET EXCITED ABOUT THE CHANGE OF SEASON AND THE WEATHER BECOMING WARMER AND STAY SAFE.

STAY POSITIVE AND HAVE A GOOD MONTH!

**KYLIE**

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