

# PURE ORGANIC HAIRCARE

LIMITED EDITION COOLER BAG AVAILABLE IN TWO DESIGNS  
TRIO PACKS CONTAIN PURE SHAMPOO, PURE CONDITIONER AND PURE MASK/TREATMENT

we are reusing  
100% Australian

**l.w.p**

land waste plastic  
to make our bottles

## AVAILABLE IN:

GODDESS SHAMPOO/CONDITIONER & SACRED MASK  
PRECIOUS SHAMPOO/CONDITIONER & SACRED MASK  
FOREVER BLONDE SHAMPOO/CONDITIONER & SACRED MASK  
COLOUR ANGEL SHAMPOO/CONDITIONER & SACRED MASK  
UP.LIFT VOLUME SHAMPOO/CONDITIONER & SACRED MASK  
MIRACLE RENEW SHAMPOO/CONDITIONER & MIRACLE RENEW MASK  
FUSION COMPLEX SHAMPOO/CONDITIONER & BOND REPAIR TREATMENT



# SPECIAL DEALS & EDUCATION

## DEAL 01

### PURE BLUE BLEACH DEAL

#### BUY:

2 x PURE DUST FREE BLUE BLEACH  
AT LIST PRICE

#### RECEIVE NO CHARGE:

2 x PURE DUST FREE  
BLUE BLEACH PLUS  
2 x PURE CRÈME DEVELOPERS



## DEAL 02

### JUUCE 100ML SHAMPOO & CONDITIONER DUOS



AVAILABLE IN: COLOUR LIFE / MIRACLE D.FRIZZ  
ARGAN SOFT / SILK HYDRATE / FULL VOLUME  
ULTRA REPAIR / ULTRA BLONDE

### SILVER BLONDE

## 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.

## 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 5 OCTOBER : 1.00PM – 2.30PM  
UNEVEN TONERS – HOW TO CORRECT

MONDAY 12 OCTOBER : 1.00PM – 2.30PM  
PROBLEM SOLVING FOR LARGE LOCKDOWN REGROWTH  
AND BANDING

MONDAY 19 OCTOBER : 1.00PM – 2.30PM  
LOCKDOWN/HOME COLOUR REMOVAL

MONDAY 26 OCTOBER : 1.00PM – 2.30PM  
DIFFICULT GREY COVERAGE CLIENTS-WHO WANT IT ALL



KYLIE DWYER  
EDUCATOR / KEYNOTE SPEAKER  
**0412 325 683**  
KYLIEDWYER@ELITEHAIREducation.COM

## STAY CALM

AS A RESIDENT OF NEW SOUTH WALES AT THE PRESENT  
MOMENT I FEEL VERY GRATEFUL TO STILL BE ABLE TO  
EDUCATE HAIRDRESSERS IN NEW SOUTH WALES & ACT.

WHILST MY HEART GOES OUT TO THOSE THAT CAN'T WORK, I HOPE TO SHARE  
IN THIS NEWSLETTER, THE ANSWERS TO SOME QUESTIONS THAT HAVE BEEN  
COMING MY WAY.

BEFORE I CONTINUE WITH TWO OF THE MOST COMMON THINGS I'M HEARING,  
REGARDLESS OF WHETHER WE HAVE A VACCINE FOR COVID-19 OR NOT IN THE  
NEAR FUTURE! I WANTED TO SHARE A FEW FACTS...

#### WE ARE GUARANTEED THAT :

- XMAS PARTIES WILL STILL HAPPEN JUST NOT IN THE CAPACITY WE ARE USED TO.
- DECEMBER 25TH WILL STILL BE CELEBRATED BY ALL BUT MAYBE IN A DIFFERENT WAY.
- NEW YEAR'S EVE WILL BE CELEBRATED.
- 2021 WILL ARRIVE AND WE WILL ALL NEED TO BE MAKING PLANS WITH NEW PLANS FOR OUR FUTURE.
- MORE THAN EVER, EVERYONE WANTS TO LOOK GOOD AND FEEL BEAUTIFUL.

ALL THIS BEING GUARANTEED, WE CAN STAY CALM, IN THE KNOWLEDGE THAT  
WE CAN STILL PLAN OUR CLIENTS HAIR VISITS FOR THE SUMMER MONTHS.

ON STAYING CALM, DON'T REDUCE IN-SALON STANDARDS OR CHANGE BASIC  
BUSINESS PROCEDURES, I HEARD A COMMENT FROM SALON OWNER RECENTLY:

"WE ARE NOT PLACING IMPORTANCE ON REBOOKING AT THE MOMENT, BECAUSE  
OUR CLIENTS SAY THEY DON'T KNOW WHAT'S HAPPENING AND THEY DON'T WANT  
TO REBOOK"

REMEMBER, RE-BOOKING IS ONE OF THE KEYS TO A SALON'S SUCCESS, NEVER  
BEFORE HAS IT BEEN SO IMPORTANT TO A SALON'S PRODUCTIVITY.

WITH CLIENT NUMBERS IN SALONS REDUCED DUE TO COVID-19 SAFETY  
REGULATIONS, EVERY CLIENT SHOULD BE REQUIRED TO REBOOK, TO ENSURE  
THEY WILL HAVE AN APPOINTMENT, TO LOOK BEAUTIFUL FOR CHRISTMAS. HELP  
THEM PLAN MORE THAN ONE APPOINTMENT, SO YOU WILL ALSO BE ABLE TO  
ROSTER BETTER, ENSURE STEADY INCOME AND BUDGET FOR 2021.

STAY POSITIVE AND HAVE A GOOD MONTH!

### KYLIE

ELITEHAIREducation@TPG.COM.AU  
WWW.ELITEHAIREducation.COM

# REDUCE AUSTRALIAN LANDFILL

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



ONLY 31 DAYS LEFT TO ENTER POST YOUR DISPLAY NOW!

## 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.

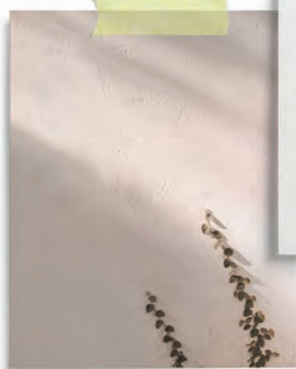
ASK YOUR SALES AGENT FOR MORE INFORMATION

**GREAT PRIZES**





# Pure Evolve Sunlight



20g 9.92

+



10g 9.3

+



30g 10vol

=



sunlight

## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

**BIO-COLOURING SYSTEM :** Pure bio-enhanced colouring system is formulated with our exclusive Pure Colour Pigment Retention Complex blended from **100% CERTIFIED ORGANIC EXTRACTS** and powerful **PHYTONUTRIENTS**.

**COLOUR PIGMENT RETENTION COMPLEX :** Colour Pigment Retention Complex provides triple guard protection for natural/artificial colour pigment against **oxidization** (free radicals), **ageing** (thinning and greying) and **fade** (sunlight damage).

**pure**  
ORGANIC CERTIFIED  
COMPLEX

[purehairaustralia.com](http://purehairaustralia.com)





# Pure Evolve Orange Peel



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# Pure Evolve Distressed Denim



20g 9.8

+



2g 1.8

+



33g 10vol

=



distressed denim

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NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



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# Pure Evolve Cinnamon Stick



20g 4.25

+



20g 6.5

+



10g 9.02

+



75g 10vol

=



cinnamon stick

## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

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