



- Perfect pliable styling cream.
- Create shape in all hair types.
- Medium hold and natural shine.
- Lightweight cream adds texture to all hair types and creates flexible hold to create loose undone looks.
- Hair is left soft, reworkable and manageable.
- A unique velvety texture that enables easy distribution throughout the hair.
- Suitable to apply on wet, damp or dry hair.



Like us on facebook and stay up-to-date with everything Pure  
[www.facebook.com/purehaircareaustralia](https://www.facebook.com/purehaircareaustralia)



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# Pure Instant Tones Blushed Blonde



## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



**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 Evoke Blonde Saviour



**THIS IS THE PERFECT SOFT BEIGE CORRECTIVE TONER FOR GOLD BLONDE HAIR**



15g 9.92

+



5g 6.7

+



40g Activator 2

=



Blonde Saviour

## 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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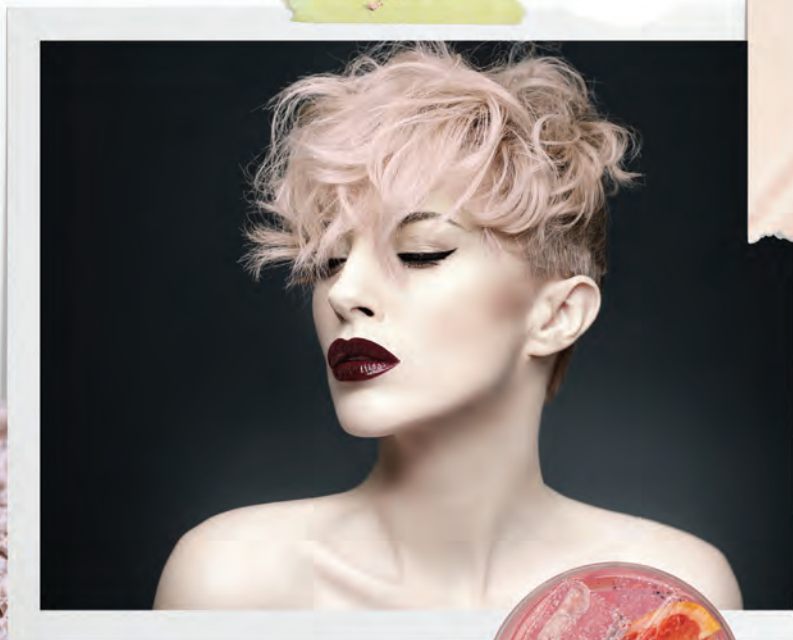
**pure**  
ORGANIC CERTIFIED  
COMPLEX

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





# Pure Evoke Pink Gin



10g 9.92

+



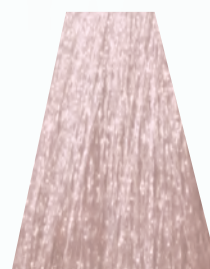
2g 7.5

+



24g Activator 1

=



Pink Gin

## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



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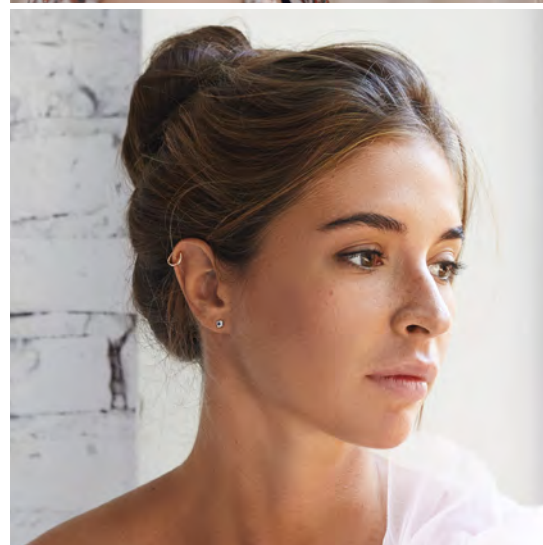
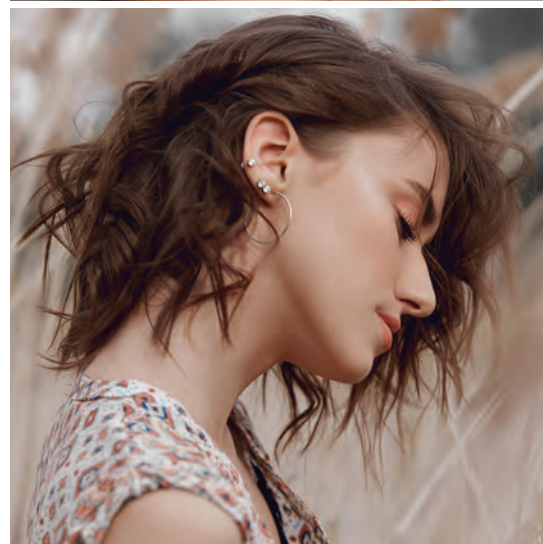
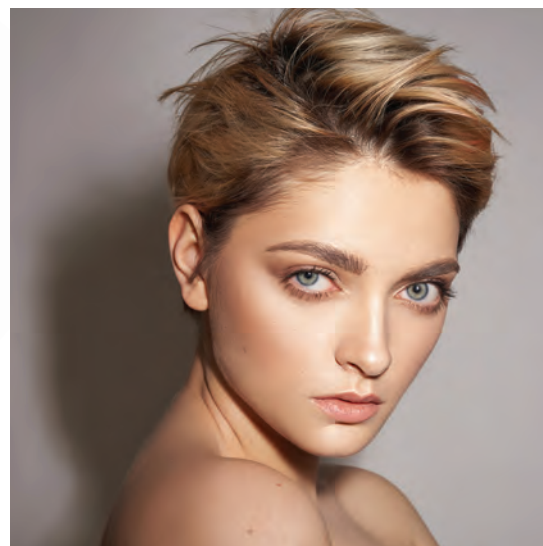
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# ★ BEST IN AUSTRALIA ★ AT THE 2020 AUSTRALIAN HAIR INDUSTRY AWARDS



## PURE STYLING CREAM INSPIRATION



## EFFORTLESS HAIRSTYLING WITH OUR CERTIFIED ORGANIC PURE STYLING CREAM

PURE STYLING CREAM IS THE PERFECT PLIABLE CREAM FOR SHORT TO MEDIUM LENGTH HAIR CREATING MOVEMENT AND SHAPE IN ALL HAIR TEXTURES.

THIS VERSATILE, SPREADABLE STYLING CREAM WITH MEDIUM HOLD AND NATURAL SHINE CONTAINS UV, THERMAL AND HUMIDITY DEFENCE, PROTECTS AGAINST OVER EXPOSURE TO SUN, SWIMMING, CHEMICAL TREATMENTS AND HEAT STYLING.

THIS LIGHTWEIGHT CREAM ADDS TEXTURE TO ALL HAIR TYPES AND CREATES FLEXIBLE HOLD TO CREATE LOOSE UNDONE LOOKS LEAVING THE HAIR FEELING SOFT, REWORKABLE AND MANAGEABLE.

STYLING CREAM HAS A UNIQUE VELVETY TEXTURE THAT ENABLES EASY DISTRIBUTION THROUGHOUT THE HAIR AND IS SUITABLE TO APPLY ON WET, DAMP OR DRY HAIR.

CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)



ORGANIC NETTLE



ORGANIC GINGER



ORGANIC ALOE VERA



ORGANIC LAVENDER



ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY



# PURE DEALS . EDUCATION

DEAL 03

## PURE 100ML DUOS

AVAILABLE IN: GODDESS / PRECIOUS / FOREVER BLONDE  
COLOUR ANGEL / UP.LIFT VOLUME / MIRACLE RENEW  
FUSION COMPLEX



## PURE COLOUR VIDEOS

ONLINE PURE COLOUR THEORY VIDEO'S NOW AVAILABLE IF YOU HAVE A NEW STAFF MEMBER, NEED A REFRESHER ON YOUR COLOUR KNOWLEDGE OR JUST WANT TO ENSURE YOU ARE ON THE TOP OF YOUR COLOUR GAME, GO TO OUR PURE WEBSITE [PUREHAIRAUSTRALIA.COM](http://PUREHAIRAUSTRALIA.COM) AND LOG IN WITH PASSWORD **PURE** THERE ARE THREE VIDEO'S NOW AVAILABLE TO VIEW AT YOUR OWN LEISURE.

**MASTERING PURE** : IF YOU ARE NEW TO USING PURE COLOUR, NEED A REFRESHER, OR WOULD LIKE TO HEAR EXTRA HELPFUL INFO ABOUT GREY COVERAGE AND FORMULATION, THIS IS THE VIDEO TO START WITH.

**BLONDE AMBITION** : IF YOU WANT TO PERFECT YOUR TONING, ACHIEVE GREAT AND PREDICTABLE RESULTS WITH ULTRALIFT OR GENERALLY UPDATE YOUR BLONDE KNOWLEDGE.

**CONFIDENT CORRECTION** : THIS VIDEO IS FOR THOSE WHO WANT TO TAKE THE FEAR OUT OF CORRECTION. GET A BETTER UNDERSTANDING OF WHEN AND WHY TO USE CORRECTIVE METHODS.

## 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 16TH NOVEMBER**  
**11AM QLD - 12NOON NSW/VIC**  
**PURE TONING - WHAT RANGE TO USE WHEN AND WHY.**

**MONDAY 30TH NOVEMBER**  
**11AM QLD - 12NOON NSW/VIC**  
**PURE Q&A - JOIN LISA FOR AN INTERACTIVE SESSION  
TO ASK QUESTIONS, CHAT OVER ISSUES AND  
CLEAR ANY CONFUSION.**

## PURE CAPES & APRONS

NEW BLACK CAPES AND DENIM APRONS AVAILABLE NOW!



## PURE LWP COFFEE CUPS - LIMITED TIME ONLY

WE ARE VERY EXCITED TO ANNOUNCE WE HAVE THE PURE 'HAIR STYLIST' COFFEE CUPS BACK IN STOCK. PLEASE ENSURE THAT YOU ORDER THE CUPS ASAP AS THEY ARE A LIMITED EDITION ITEM! THE COFFEE CUPS ARE AUSTRALIAN MADE AND THEY MEET FSC STANDARDS.



# Pure Evoke Mauve Mist



## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



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COMPLEX

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# PURE ORGANIC HAIRCARE TRIOS

ISSUE 155

NOVEMBER 2020



LIMITED EDITION  
100% AUSTRALIAN MADE  
ECO-FRIENDLY BOXES CONTAIN:  
PURE SHAMPOO AND CONDITIONER  
PLUS PURE MASK/TREATMENT



## AVAILABLE IN:

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

EXCLUSIVE AUSTRALIAN CERTIFIED ORGANIC COMPLEX



Like us on facebook and stay up-to-date with everything Pure  
[www.facebook.com/purehaircareaustralia](https://www.facebook.com/purehaircareaustralia)



[pure\\_haircare](https://www.pure_haircare.com) / [purehairaustralia.com](https://www.purehairaustralia.com)