

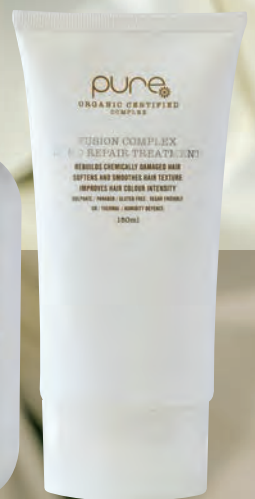
PURE BOND REPAIR & PROTECT TRIOS

ISSUE 156

DECEMBER 2020



**LIMITED EDITION 100% AUSTRALIAN MADE
ECO-FRIENDLY BOXES CONTAIN:
PURE 300ML SHAMPOO AND CONDITIONER
PLUS PURE 150ML FUSION COMPLEX
BOND REPAIR TREATMENT**



AVAILABLE IN:

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



[pure_haircare](https://pure_haircare.com) / purehairaustralia.com



supporting Australian businesses



natural haircare solutions



Australian certified 100% organic extracts

reduce the footprint we leave behind



BOTTLES
MADE FROM
100% AUSTRALIAN
LAND WASTE
PLASTIC

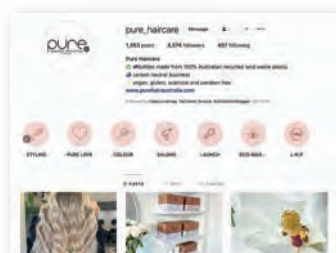


pure
ORGANIC CERTIFIED
COMPLEX

purehairaustralia.com

JOIN US ONLINE

Our social media and digital platforms share information, education, inspiration, competitions and more.



pure_haircare



Pure Haircare



Pure Education

pure.education



Pure Talk

At Pure Haircare, we're committed to reducing plastic in the best way we know how - by reusing 100% Australian Land Waste Plastic to package our haircare products. By reusing and recycling our plastic, together we can reduce Australian landfill.



SCAN THE QR CODE
TO VIEW A QUICK
ANIMATION OF OUR
PURE LWP STORY

THIS IS THE STORY OF HOW WE ARE PLAYING OUR PART...



In 2018 we began looking for a solution to reduce Australian landfill and create sustainable packaging.



Globally a massive 2.12 billion tonnes of waste is dumped each year. How sad! A world of waste.



20 million tonnes of this waste goes into Australian landfill.



Plastic to make our bottles is rescued from going into Australian landfill.



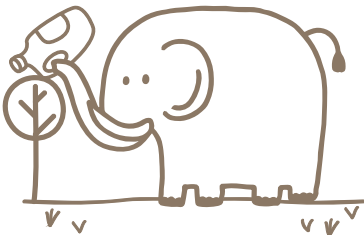
Pure bottles are made from 100% Australian Land Waste Plastic.



Look for this logo on our bottles.



Our carbon neutral bottle manufacturer uses 100% Australian Land Waste Plastic to make our bottles.



By using Land Waste Plastic, we will save over 250-300 tonnes of plastic from reaching landfill.



That's equivalent to the weight of 80 to 100 elephants!



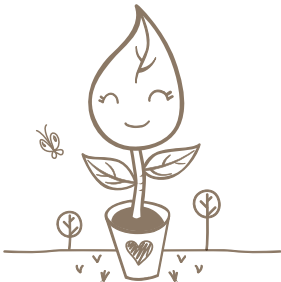
We all need to play a part in reducing the footprint we leave behind to keep our planet as beautiful as the day we found it.



Pure Haircare are leading the way in implementing this practice in the hope that others will follow.



We nurture hair with nature.



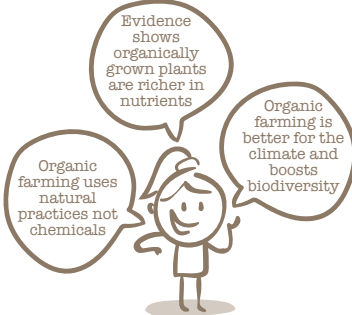
Our products contain Australian organic certified exclusive complex.



Australian certified 100% organic extracts



Pure Haircare have the certification for the Australian organic certified complex.



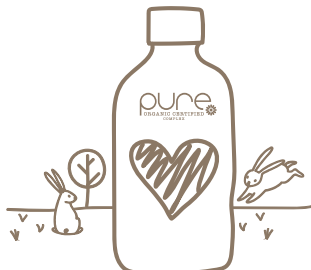
There are many benefits for going organic.



Pure Haircare products are vegan friendly, sulphate, paraben, gluten and cruelty free.



Pure Haircare is proudly Australian owned and made.



Hop to your nearest salon to purchase your Pure Haircare favourites.

COLOUR IN OUR PURE LWP STORY CARTOONS ON THIS PAGE AND HAND BACK TO YOUR AGENT TO GO INTO THE DRAW TO WIN A BEAUTIFUL GIFT BASKET.

PURE DEALS . BUSINESS TIP

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 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 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.

AVAILABLE IN BUNDLES
OF 50 CUPS WITH LIDS



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ABOVE THE LINE OR BELOW THE LINE?

IN REGARD TO SALON OPERATIONS AND TEAM BEHAVIOURS. THIS IS A GREAT QUESTION TO KEEP IN MIND. HERE IS SOMETHING TO THINK ABOUT FOR 2021, WHERE DO YOU SIT?

AT SOME POINT YOU'LL NEED TO DRAW A LINE IN THE SAND, AND PUT FORWARD A CLEAR EXPLANATION, SETTING OUT YOUR SALON CULTURE. IT IS ESSENTIAL THAT YOU PROVIDE A CLEAR DEFINITION OF WHAT IS ACCEPTABLE BEHAVIOUR AND WHAT IS NOT.

THIS CLEAR DEFINITION WILL BE THE DIFFERENCE BETWEEN YOUR TEAM PERFORMING OR NOT. THE GOAL IS TO HAVE YOUR SALON TEAM OPERATING ABOVE THE LINE AT ALL TIMES AND MAINTAINING CONSISTENCY FOR YOUR CLIENTS. NEVER BEFORE AS A SALON OWNER HAVE YOU HAD TO EMBARK ON AS MANY COURAGEOUS LEADERSHIP DECISIONS.

OPERATING ABOVE THE LINE IS OPEN AND POSITIVE. IT ENCOURAGES THE TEAM TO HAVE OWNERSHIP OVER THE SALON BUSINESS, AND BECOME ACCOUNTABLE AND RESPONSIBLE.

OPERATION BELOW THE LINE IS CLOSED AND NEGATIVE. IT IS ABOUT DENIAL, EXCUSES, DEFENSIVENESS AND BLAME. BECOMING AN ABOVE THE LINE LEADER IS NOT EASY. IT'S ABOUT PUTTING SYSTEMS IN PLACE SO THAT YOUR TEAM ARE ACCOUNTABLE FOR THE SALON MAKING A PROFIT.

THIS IS NOT AN EASY TASK, BUT VERY NECESSARY, HERE ARE A FEW OF MY TIPS TO HELP YOU OPERATE ABOVE THE LINE!

- CREATE SYSTEMS THAT ATTRACT THE RIGHT TEAM MEMBERS, THOSE WHO WANT TO BEHAVE IN AN ACCOUNTABLE WAY.
- CREATE A CULTURE WHERE EVERYONE WANTS TO BE RESPONSIBLE AND TAKE OWNERSHIP.
- OFFER AN EDUCATION PATHWAY TO GROW YOUR TEAM TOWARDS YOUR SALONS GOALS.

WHEN YOUR TEAM ALIGNS WITH THE SALON CULTURE, THEY WILL ENJOY BEING ACCOUNTABLE AND RESPONSIBLE FOR INTRODUCING COLOUR, HOME CARE PRODUCTS AND RE-BOOKING EVERY CLIENT.

YOUR EDUCATION PATHWAY HELPS BUILD CONFIDENCE WITHIN THE INDIVIDUALS IN YOUR TEAM, THEY FEEL THEY'RE EVOLVING AS AN INDIVIDUAL, THEY FEEL SECURE, AND THEY UNDERSTAND THEIR RESPONSIBILITIES.

I HOPE YOU ALL HAVE A MERRY CHRISTMAS AND LET'S BRING ON 2021!

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