

*the beautiful thing about learning
is no one can take it away from you*

PURE EDUCATION PROGRAM



PURE HAIRCARE ARE OFFERING FLEXIBLE EDUCATION FOR 2021

JOIN OUR EDUCATION CLASSES

- ON LOCATION
- IN-SALON

OR IN THE COMFORT OF YOUR OWN SPACE

- ONLINE

OR MAYBE A COMBINATION OF ALL OPTIONS.

LEARNING WITH FLEXIBILITY IS THE KEY AND WE HAVE TAILORED OUR EDUCATION TO CATER FOR ALL. WE UNDERSTAND ALL OPTIONS HAVE ADVANTAGES AND DISADVANTAGES SO YOU ARE ABLE TO CHOOSE WHAT SUITS YOU.

CONTACT YOUR SALES AGENT OR HEAD OFFICE FOR MORE INFORMATION



Like us on facebook and stay up-to-date with everything Pure
www.facebook.com/purehaircareaustralia



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

PURE DEALS . BUSINESS TIP

BEAUTIFUL BLONDES DEAL



**BUY 6 X SILVER BLONDE SHAMPOO
AND SILVER BLONDE CONDITIONER
RECEIVE 1 X PURE EVOLVE PLEX
LIGHTENING POWDER NO CHARGE**

WITH PROTECTING BOND MULTIPLIER



PURE INSTANT TONES DEAL

- CREATE BEAUTIFUL BLONDE TONES WITH ENHANCED SHINE
- TONE AND CONDITION IN UNDER 5 MINUTES
- NO AMMONIA AND PPD FREE
- ORGANIC INFUSED FORMULATION
- CHOOSE FROM 5 DIFFERENT TONERS
- USE CLEAR TO DILUTE THE TONER CREATING A MORE PASTEL TONE

**BUY 1 OF EACH SHADE AT LIST PRICE (6 IN TOTAL)
RECEIVE 3 PURE PEROXIDES NO CHARGE**



KYLIE DWYER
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HAPPY NEW YEAR & WELCOME TO 2021!

IN NOVEMBER 2020 SOME OF YOU WOULD HAVE SEEN THE 20 MINUTE VIDEO IN THE PURE EDUCATION FACEBOOK GROUP THAT I PRESENTED "THE SECRET BUSINESS OF SHORT HAIR."

IF YOU HAVE NOT JOINED THE GROUP, YOU CAN STILL VIEW THE VIDEO IN THE PURE EDUCATION FACEBOOK GROUP.

I WOULD LIKE TO SHARE A SUMMARY OF THAT PRESENTATION TO GET EVERYONE EXCITED ABOUT GROWING THEIR SHORT HAIR BUSINESS IN 2021.

I COVERED 2 TOPICS;

1. HOW TO GENERATE MORE REVENUE AND PROFIT THROUGH FOCUSING ON YOUR SHORT HAIR BUSINESS, AND
2. WHAT YOU WILL NEED TO DO TO GET THE TEAM SKILL READY.

WHEN YOU WATCH THE VIDEO YOU WILL SEE THE AMAZING POTENTIAL YOUR BUSINESS PROFIT HAS WHEN YOU COMPARE THE REVENUE AND PROFIT STATS IN LONG HAIR VERSUS SHORT HAIR CLIENTS.

I ALSO CREATED A LIST OF WHY SALONS ARE NOT ATTRACTING MORE SHORT HAIR CLIENTS.

A FEW THINGS WERE:

1. THE TEAM ARE SCARED OF CUTTING SHORT HAIR AND DON'T RECOMMEND IT TO THEIR CLIENTS.
2. A LOT OF HAIRDRESSERS HAVE NEVER HAD SHORT HAIR AND DON'T EXPERIENCE THE BEST WAY TO BLOWDRY AND APPLY PRODUCTS TO GET THE BEST SHORT HAIR FINISH.

I ENDED THE VIDEO TALKING ABOUT HOW TO SOLVE SOME OF THESE PROBLEMS WITH TRAINING THE TEAM SPECIFICALLY TO BUILD CONFIDENCE TO GROW THEIR SHORT HAIR BUSINESS.

ENJOY THE VIDEO AND FOR INFORMATION ON MY CUTTING WORKSHOPS HEAD TO MY WEBSITE WWW.ELITEHAIREducation.COM OR DM/PM ME ON OUR SOCIALS @ELITEHAIREducation

UNTIL NEXT MONTH!

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Celebrating Australia

WE SUPPORT AUSTRALIAN BUSINESSES AND WE SUPPORT YOU!

Enter our "Celebrating Australia" promotion by taking salon selfies whilst wearing our new shirt with the Australian Made and Owned creative and decorating your product stand. Each photo must be in front of your product display, include you or your team dressed in our new shirt.

For Pure salons, please tag us at [#purecelebratingaustralia](https://www.instagram.com/purecelebratingaustralia)

For Juuce salons, please tag us at [#juucecelebratingaustralia](https://www.instagram.com/juucecelebratingaustralia)

You can enter as many images as you wish and winners will be selected by the Hairjamm team. Be sure to add a bit of your own salon creativity and fun for a chance to win a team celebration on us.

1ST PRIZE \$1000 EFTPOS CARD

2ND PRIZE \$750 EFTPOS CARD

3RD PRIZE \$500 EFTPOS CARD

Competition will run from 7am Friday 15th January through to 11.59pm Monday 15th February 2021. Open to salons in Australia only.

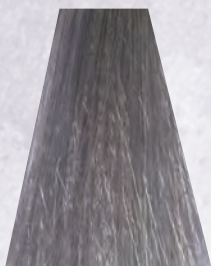
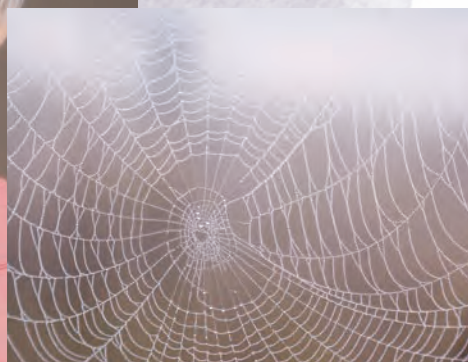
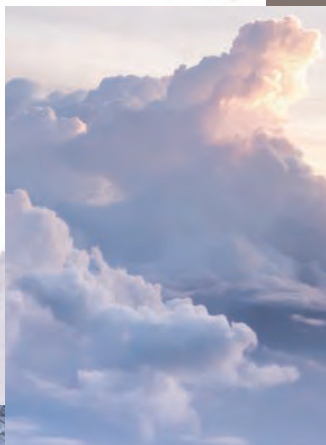


pure
ORGANIC CERTIFIED
COMPLEX

juuce
for thirsty hair



january



10g 9.8

+



10g 11.81

+



3g 8.22

+



46g Activator 2

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**.

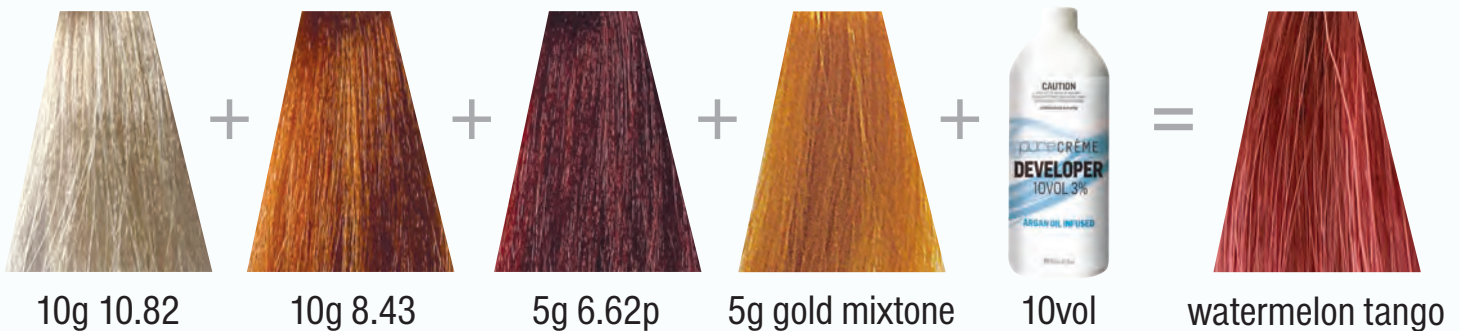
COLOUR PIGMENT RETENTION COMPLEX : Colour Pigment Retention Complex provides triple guard protection for natural/artificial colour pigment against **oxidization** (free radicals), **ageing** (thinning and greying) and **fade** (sunlight damage).

pure
ORGANIC CERTIFIED
COMPLEX

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Pure Evolve Watermelon Tango



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).



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