

## Give yourself the pleasure of mermaid hair

Purify and Soothe your scalp with our hair and scalp pre-wash treatment.

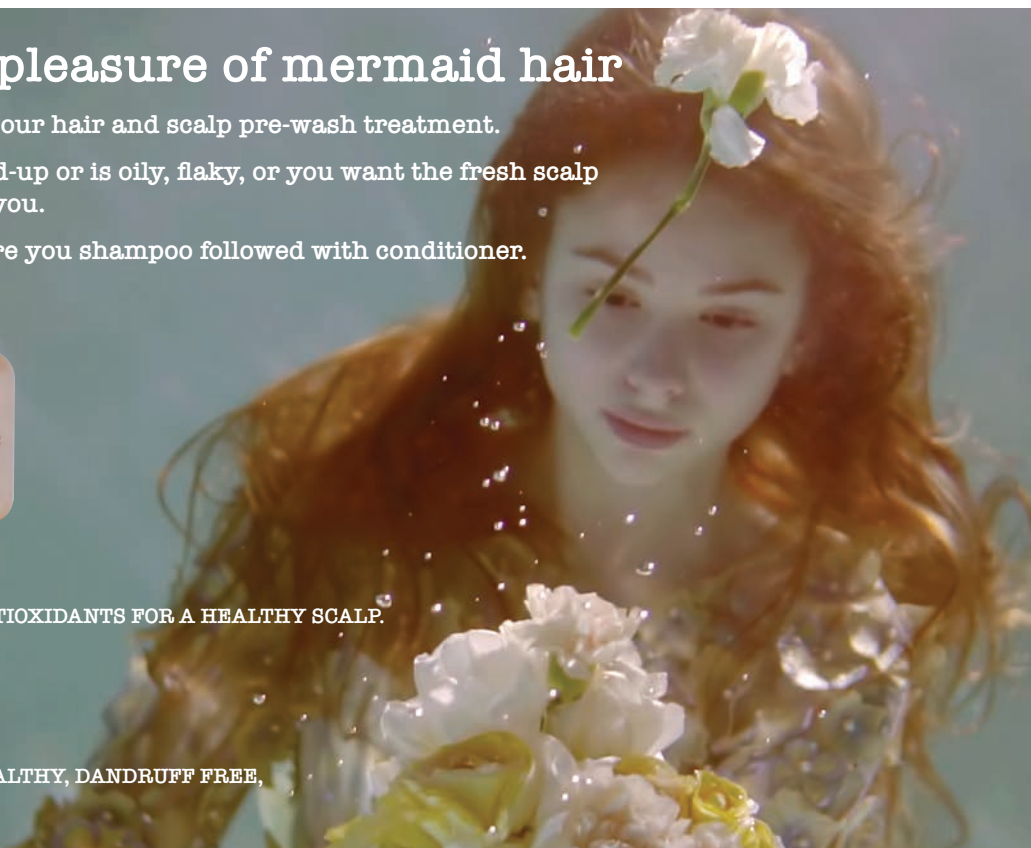
If you feel like your scalp gets build-up or is oily, flaky, or you want the fresh scalp feeling, this product is perfect for you.

Use the scalp scrub regularly before you shampoo followed with conditioner.



### FEATURES AND BENEFITS:

- DEEP CLEANSE HAIR AND SCALP.
- FORMULATION IS PACKED FULL OF ANTIOXIDANTS FOR A HEALTHY SCALP.
- REMOVES PRODUCT BUILD UP.
- STIMULATES HAIR FOLLICLES.
- PROMOTES HEALTHY HAIR GROWTH.
- REMOVES DEAD SKIN CELLS.
- DETOXIFIES AND PURIFIES SCALP.
- REGULAR USE WILL HELP ENSURE HEALTHY, DANDRUFF FREE, NON-GREASY HAIR.



## Pamper yourself with Pure Walnut Scrub

### HEALTHY HAIR BEGINS WITH A HEALTHY SCRUB

Your scalp and skin deserves a fresh scrub with Pure organic walnut and apricot.

### BENEFITS OF ORGANIC APRICOT AND WALNUT



Apricot seed oil contains oleic acid, an omega-9 fatty acid that makes hair and scalp softer by moisturising, increasing hydration and reducing dryness.



Walnut oil is rich in vitamin B and antioxidants, it has anti fungal properties that prevent dandruff or issues like dermatitis, making sure the scalp is neat and clean to boost hair growth.

**BUY: 6 x 150ML PURE WALNUT SCRUB**  
**RECEIVE: 1 x 150ML PURE WALNUT SCRUB NO CHARGE**

### HOW SHOULD I USE THE PURE WALNUT SCRUB?

First wet your hair, then massage the scalp scrub into your roots. Rinse then follow with shampoo and conditioner.

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



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# Pure Evolve Supreme Naturals

SUPREME NATURALS IS A COLLABORATION OF SCIENCE, CHEMISTRY AND ORGANIC CERTIFIED COMPLEX DELIVERING THE ULTIMATE COLOUR SATURATION.

SUPREME NATURALS NANO-PIGMENT TECHNOLOGY INCREASES COLOUR DEPOSIT FOR SUPERIOR GREY COVERAGE.

WHILST AGEING IS A PRIVILEGE, WHITE HAIR COVERAGE CAN BE DIFFICULT. SUPER RESISTANT WHITE HAIR HAS NOW MET IT'S MATCH WITH NEW PURE EVOLVE SUPREME NATURALS.

THESE VELVET TONED SUPREME NATURALS WILL COVER THE MOST RESISTANT WHITE HAIR.

## MIXING RATIO FORMULATIONS



| PERCENTAGE OF WHITE HAIR | AMOUNT OF SUPREME NATURAL | AMOUNT OF REFLECT/TARGET | AMOUNT OF 10VOL DEVELOPER |
|--------------------------|---------------------------|--------------------------|---------------------------|
| 30-70%                   | 10g .000 (or 1/3)         | 20g reflect (or 2/3)     | 45g 10vol                 |
| 70-100%                  | 15g .000 (or 1/2)         | 15g reflect (or 1/2)     | 45g 10vol                 |

DEVELOPMENT TIME IS 45MINS FOR REGROWTH AREA.



## PURE EVOLVE SUPREME NATURALS CONTAIN 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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# Pure Evolve Supreme Espresso



REGROWTH



+



Supreme Natural 4.000

10vol

FOILED WITH



+



Extreme Cappuccino

30vol

COLOUR BALANCED WITH



+



5.92

Activator 1

**PURE EVOLVE SUPREME NATURALS CONTAIN 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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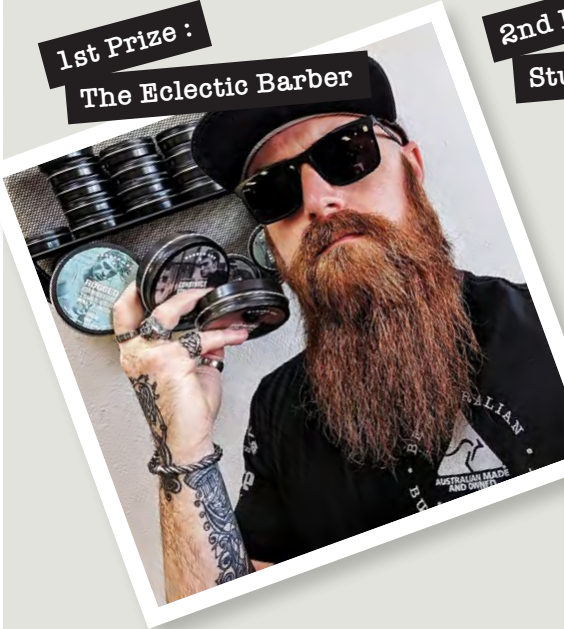
# Celebrating Australia

A BIG CHEERS TO EVERYONE WHO ENTERED OUR 'CELEBRATING AUSTRALIA' PROMOTION. IT WAS SO GREAT TO SEE EVERYONE SO PROUD TO PROMOTE BEING AUSTRALIAN! WE LOVED SEEING ALL OF YOUR BEAUTIFUL PICTURES AND WE HOPE THAT OUR FUTURE AUSTRALIAN CAMPAIGNS WILL ONLY GET BIGGER AND BETTER EACH TIME.

**AWESOME EFFORTS FROM THE WINNERS!**

**1st Prize :**

**The Eclectic Barber**



**2nd Prize :**

**Studio 24 On Reserve**



**3rd Prize :**

**Aura Hairdressing**



OUR SUPERSTAR SALES AGENTS GOT IN ON THE FUN AS WELL, INSPIRING US ALL WITH AMAZING 'CELEBRATING AUSTRALIA' SELFIES TAKEN ON THE ROAD WHILE VISITING THEIR SALONS. THE STANDOUTS WERE DEFINITELY ANGELA VEENHUIS AND JOANNA PENMAN WHO WERE BOTH PROLIFIC HAPPY SNAPPERS.



**KEEP AN EYE ON OUR SOCIALS FOR THE NEXT 'CELEBRATING AUSTRALIA' PROMOTION!**



# Pure Evolve Supreme Chocolate



CREATE RICH LUXURIOUS  
SUPREME CHOCOLATE  
HAIR COLOUR USING  
NEW PURE EVOLVE  
SUPREME NATURALS  
AND OUR CUSTOMISED  
PURE EVOLVE COLOUR  
FORMULATION.

**REGROWTH:**  
BASE 5A WITH  
80% RESISTANT WHITE HAIR

**ENDS:**  
5-6 WITH FOILS LIGHTENED  
TO 8.3

## REGROWTH ZONE 1



+



Supreme Natural 5.000

10vol

## ZONE 2



+



+



+



20ml 5.9

5ml Pearl Mixtone

2ml 6.22

33ml 10vol

## ZONE 3



+



+



+



40ml 7.9

10ml Pearl Mixtone

5ml 8.22

63ml 10vol

pure  
ORGANIC CERTIFIED  
COMPLEX

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GLOBAL COLOUR OF EVOLVE:



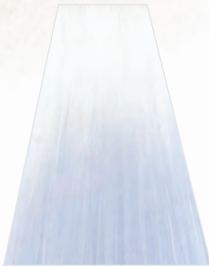
6.4

WITH SOFT  
BABY LIGHTS OF:



8.3

THEN ONCE RINSED GO OVER WITH:



1/2 clear

+



1/2 7.43

+



Activator 1

### OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



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COMPLEX

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