

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 162 / JUNE 2021

we are reusing
100% Australian

l.w.p

land waste plastic
to make our bottles

we are reducing Australian landfill –
by using Land Waste Plastic we will save
over 400 tonnes of plastic from
reaching landfill each year

*In nature, nothing is perfect
and everything is perfect*

pure
ORGANIC CERTIFIED
COMPLEX



june



COLOUR MELT
ZONE 1



4.6

COLOUR MELT
ZONE 2



1/2 6.64

+



1/2 Extreme Copper



10vol

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

pure
ORGANIC CERTIFIED
COMPLEX

purehairaustralia.com  

*There's no road map to style,
it's all about self-expression and attitude.*



New Pure waxes

THE KEY TO STYLE IS LEARNING WHO YOU ARE
IT CAN GIVE YOU AN IDENTITY AND SETS YOU
APART FROM THE CROWD.

EMBRACING INDIVIDUALITY AND FINDING A
STYLE THAT REPRESENTS WHO YOU ARE IS
A POWERFUL COMMUNICATION TOOL.

OUR NEW PURE WAXES HAVE A STRENGTH AND
FINISH FOR EVERY HAIR TYPE AND HAIR STYLE



**CONTACT YOUR AGENT FOR MORE
INFORMATION AND OPENING DEALS**



BROCHURE



COUNTER STAND

Pure Fusion Complex range



FUSION COMPLEX SHAMPOO / CONDITIONER

- This is a beautiful blend of science with nature. 'Bond Cure' plus organic complex blend together to create a luxurious restructuring shampoo and conditioner.
- Organic Ginger Oil, Rosemary Oil and Açai Oil has amazing antioxidant benefits to soothe and repair damaged hair.
- Protects hair against UV, thermal and humidity.
- Repairs split ends to d-frizz, smooth and make hair more manageable.

FUSION COMPLEX BOND REPAIR TREATMENT

- Prevents damage and repairs hair integrity from salon processes, adds shine and lustre to hair.
- Leaves hair feeling smoother, softer to touch, more resilient and manageable.
- Rebuilds chemically damaged hair improving hair colour intensity and protection against fade.
- Protects hair against UV, thermal and humidity.

FUSION COMPLEX LEAVE IN TREATMENT

- Enriched with selective treatment oils to soften and smooth hair texture while improving hair colour intensity for stronger, healthier hair.
- Instant reconstructant leave in treatment to protect and repair all damaged/coloured hair types.
- Hair is instantly detangled softened and frizz free.
- Protects hair against UV, thermal and humidity.



A RANGE OF PRODUCTS FORMULATED TO REBUILD CHEMICALLY DAMAGED HAIR FROM THE INSIDE OUT, SO YOU CAN TAKE YOUR COLOUR SERVICE TO THE NEXT LEVEL. FUSION COMPLEX WITH NEXT GENERATION BOND CURE TECHNOLOGY. THIS NEW AND INNOVATIVE BOND BUILDING TECHNOLOGY PROTECTS, STRENGTHENS, AND REPAIRS DAMAGED HAIR BY PROTECTING EXISTING DISULPHIDE BONDS AND AS WELL AS RECONNECTING BROKEN ONES.

Pure Curly Girl

MOISTURISING CURL PRIMER

- DEFINE SHAPE AND ELIMINATE FRIZZ FOR BEAUTIFUL TOUCHABLE NATURAL LOOKING CURLS.
- UV, THERMAL AND HUMIDITY DEFENCE PROTECTS AGAINST OVEREXPOSURE TO SUN, SWIMMING, CHEMICAL TREATMENTS AND HEAT STYLING.
- EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS) REDUCES ENVIRONMENTAL DAMAGE TO HAIR AND SCALP.
- CURL ENHANCING FOAM.
- LEAVE-IN CURL MEMORY.

LIGHT-MEDIUM CONTROL / MEDIUM SHINE



Pure Evolve Creaming Soda



10g 9.92

+



8g 8.94

+



2g 4.9

+



10vol

=



Creaming Soda

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Education June 2021

PURE TALK LIVE

MONDAY 7TH JUNE 10AM BRISBANE TIME :
PURE CORRECTIVE TOOLS

MONDAY 21ST JUNE 10AM BRISBANE TIME :
PURE ELIMINATE – HOW, WHY AND WHEN TO USE

PURE EDUCATION LIVE

THURSDAY 17TH JUNE 10AM BRISBANE TIME :
JUUCE LOVE – IN SALON USES

WEDNESDAY 30TH JUNE 10AM BRISBANE TIME :
ALLERGIES AND REACTIONS IN SALON – WHY AND WHAT TO DO

PURE NATIONAL ZOOM WORKSHOPS

MONDAY 14TH JUNE 10AM BRISBANE TIME :
BLONDE AMBITION

MONDAY 21ST JUNE 10AM BRISBANE TIME :
BRISBANE TIME-CONFIDENT CORRECTION

**FOR BOOKINGS OR MORE INFORMATION CONTACT YOUR SALES AGENT,
HAIRJAMM TECHNICIAN OR HAIRJAMM HEAD OFFICE.**



PURE.EDUCATION



PURECOLOUREDUCATION



PURE TALK

World Rainforest Day Ecological Giveaway!

JUNE 22 IS WORLD RAINFOREST DAY – A COLLABORATIVE EFFORT TO RAISE AWARENESS AND ENCOURAGE ACTION TO SAVE ONE OF EARTH'S MOST PRECIOUS RESOURCES, OUR RAINFORESTS.

RAINFORESTS ARE VITAL FOR THE SURVIVAL OF LIFE ON EARTH. THEY ABSORB OUR CARBON DIOXIDE, STABILISE CLIMATE PATTERNS, AND ARE HOME TO HALF THE WORLD'S PLANT AND ANIMAL SPECIES.

YET EVERY MINUTE, WE LOSE 40 FOOTBALL FIELDS OF RAINFORESTS, WHICH THREATENS OUR BIODIVERSITY AND IMPERILS OUR PLANET'S HEALTH. DEFORESTATION CAUSES 15% OF GLOBAL CARBON DIOXIDE EMISSIONS THAT ACCELERATE CLIMATE CHANGE – MORE THAN FROM ALL CARS IN THE U.S. AND CHINA COMBINED. NATURAL CLIMATE SOLUTIONS LIKE PROTECTING AND RESTORING FORESTS, HOWEVER, COULD REVERSE GLOBAL EMISSIONS BY A THIRD.

WORLD RAINFOREST DAY CELEBRATES THIS PRECIOUS NATURAL RESOURCE AND ENCOURAGES ACTION TO PRESERVE IT. WE ALL NEED TO PLAY OUR PART, AND OUR INVESTMENT IN WESTERN AUSTRALIA'S YARRA YARRA BIODIVERSITY PROJECT HAS SEEN US PLANT OVER 30,000 AUSTRALIAN NATIVE TREES TO DATE.

KEEP AN EYE ON OUR PURE HAIRCARE SOCIALS FOR AN UPCOMING GIVEAWAY. TO CELEBRATE WORLD RAINFOREST DAY AND WHY OUR RAINFORESTS ARE SO IMPORTANT TO US, WE ARE GOING TO BE GIVING AWAY ENVIRONMENTALLY CONSCIOUS GIFTS TO THE LUCKY WINNERS!



PURE_HAIRCARE



PUREHAIRCAREAUSTRALIA

Pure Talk

PURE TALK IS A PRIVATE FACEBOOK GROUP DESIGNED TO SHARE THE WORK, FORMULAS AND QUESTIONS OF PROFESSIONAL HAIRDRESSERS WHO USE PURE. DON'T BE SHY! WE THINK YOUR WORK IS WONDERFUL!

WE ARE ALL HAIRDRESSERS AND WE ALL LOVE TO LEARN! PURE TALK IS A POSITIVE PLACE WHERE WE LIKE TO SHARE OUR PURE SALONS WORK USING PURE COLOUR AND PURE RETAIL PRODUCTS.

MAKE A REQUEST TO JOIN OUR PURE TALK GROUP AND BECOME PART OF OUR COMMUNITY.



PURE TALK PRIVATE GROUP

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