

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

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*Join our eco-evolution and together we can make a difference*

We all need to take responsibility in reducing the footprint we leave behind to keep our planet as beautiful as the day we found it and for future generations.

Our commitment is to minimise the impact of our haircare on the environment without compromising the quality of our products, packaging and supporting collateral. This extends to all of our marketing materials.

**WE ARE REDUCING OUR ENVIRONMENTAL IMPACT  
BY USING 100% AUSTRALIAN LAND WASTE PLASTIC  
TO MAKE OUR BOTTLES.**


Pure is a range of ecological haircare products made with Australian grown organic ingredients.

We use Soy based inks, these inks are made from soybeans as opposed to the traditional petroleum based ink.

As a company we have embraced our responsibility for change becoming the first haircare company in Australia to achieve a zero carbon footprint. Independently audited for our greenhouse emissions Pure Haircare is certified Carbon Neutral. Our investment in Western Australia's Yarra Yarra biodiversity project means to date we have planted over 30,000 native trees.

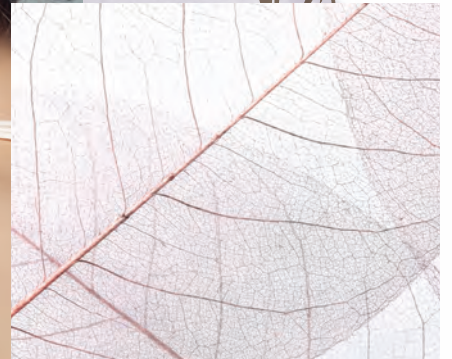
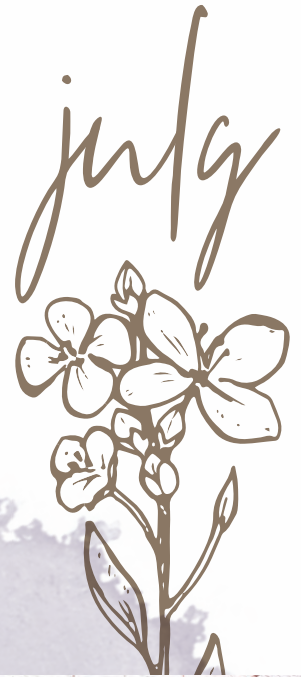
**WE HAVE ECO-FRIENDLY PRODUCTS**

Our beautiful ecological Australian made and owned haircare products contain homegrown organic ingredients from Australia.

Follow us on  pure\_haircare  purehaircareaustralia







#### ZONE 1 - PURE EVOKE TONE ON TONE COLOUR



20g 8.08

+



5g Pearl Mixtone

+



50g Activator 1



#### ZONE 2 - PURE EVOKE INSTANT TONES



1/3 Beige

+



1/3 Pearl

+



1/3 Clear

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



# 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 CLEANSER 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



BUY: 6 x 150ML PURE WALNUT SCRUB

RECEIVE: 1 x 150ML PURE WALNUT SCRUB NO CHARGE

### 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.

### 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



# Pure Sacred Mask

## INTENSE RESTORATIVE HYDRATION TREATMENT FOR WINTER HAIRCARE

WHEN THE MOISTURE LEVEL IN THE AIR DROPS, YOUR HAIR TENDS TO BECOME DRY AND BRITTLE, IT PICKS UP ELECTRICAL CHARGE FROM THE DRY AIR CAUSING IT TO STAND UP AND WE OFTEN FIND THAT OUR SCALP IS MORE LIKELY TO BECOME DRY AND ITCHY. INCLUDING A HAIR MASK INTO YOUR WEEKLY HAIR ROUTINE, PARTICULARLY WITH THE ADDITION OF OILS LIKE ARGAN AND MARULA OIL AND ENRICHING SHEA BUTTER WHICH ADD NUTRIENTS TO THE HAIR WILL ASSIST IN RESTORING A HEALTHY MOISTURE BALANCE TO HAIR AND SCALP. ORGANIC MOISTURISING AND CALMING EXTRACTS ARE SOOTHING AND GENTLE.

SACRED MASK SATURATES HAIR WITH INTENSIVE MOISTURE AND SEALS IT IN. IT SOFTENS AND DEEPLY CONDITIONS LEAVING SMOOTH, SILKY AND HEALTHIER HAIR.

**PURCHASE 12 X 250G PURE SACRED MASK AND RECEIVE 1 X LITRE SACRED MASK NO CHARGE**



# Pure Evolve Plex Lightening Powder and Instant Tones deal

## INSTANT TONES 5 MINUTE TONER FAST ACTING DEMI PERMANENT TONERS

- AMMONIA FREE + pH NEUTRAL
- 100% CERTIFIED ORGANIC COMPLEX
- PHYTONUTRIENTS (SHEA BUTTER + GLYCERIN)
- PPD FREE
- NO BASE BREAK
- VERSATILE, INTERMIXABLE TONING SYSTEM
- 100ML TUBE 1:2 MIX





# Pure Evolve + Extreme Scarlet



10g 5.62

+



1g 1.8

+



3g Extreme Red

+



10vol

=



Scarlet

## OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



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THYME EXTRACT



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NATURAL GLYCERIN

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# Education July 2021

## PURE TALK LIVE

**MONDAY 19TH JULY 10AM BRISBANE TIME :**  
THE SECRET TO FORMULATING CREATIVE SHADES AND MIXES

**MONDAY 26TH JULY 10AM BRISBANE TIME :**  
PURE TALK TAKEOVER WITH ANNE MARIE

## PURE EDUCATION LIVE

**THURSDAY 8TH JULY 10AM BRISBANE TIME :**  
MIRACLE RENEW

**THURSDAY 15TH JULY 10AM BRISBANE TIME :**  
COOL SHADE PROBLEM SOLVING

## PURE NATIONAL ZOOM WORKSHOPS

**MONDAY 26TH JULY 10AM BRISBANE TIME :**  
HOW TO CHOOSE WHICH COLOUR CORRECTION METHOD

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



PURE.EDUCATION



PURECOLOUREDUCATION



PURE TALK

# 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



# Crazy Hair Day Giveaway!

READY TO GO CRAZY AND RAISE  
AWARENESS FOR CYSTIC FIBROSIS?  
CRAZY HAIR DAY IS AN ANNUAL  
FUNDRAISING EVENT HELD IN  
SCHOOLS ACROSS AUSTRALIA.  
KEEP AN EYE ON OUR SOCIALS  
DURING JULY FOR OUR STYLING  
PRODUCT GIVEAWAY TO HELP YOU  
CREATE YOUR SIGNATURE LOOK!



PURE\_HAIRCARE



PUREHAIRCAREAUSTRALIA

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