

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 166 / OCTOBER 2021

Plants provide clean and pure air
for your salon space.

Indoor plants relieve stress, boost creativity,
productivity, focus and recovery.

Let's create a movement!

**BECOME A PART OF THE PURE PLANT MOVEMENT
BY CREATING YOUR OWN**

#pureplantspace



'Bond Cure' technology protects the bonds against initial breakage and repairs broken bonds from severe damage caused by bleaching, over processing and extreme heat.



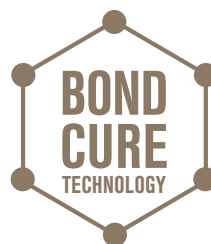
LIMITED EDITION COOLER BAG AVAILABLE IN TWO DESIGNS

Pure organic gift packs

LIMITED EDITION COOLER BAG CONTAINS 300ML PURE SHAMPOO AND CONDITIONER PLUS 150ML PURE FUSION COMPLEX BOND REPAIR TREATMENT

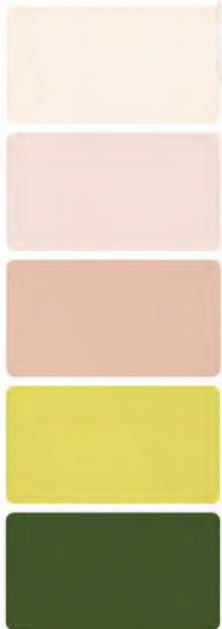
AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT



BUY 24 PURE TRIOS AND RECEIVE 1 NEW PURE ECOLOGICAL SALON DÉCOR KIT
OR BUY 36 TRIOS AND RECEIVE 2 NEW PURE ECOLOGICAL SALON DÉCOR KITS
(SEE THE BACK PAGE OF THIS NEWSLETTER FOR MORE INFORMATION ON JOINING THE PURE PLANT MOVEMENT)

October



1/3 BLUSHING
PEACH

+



1/3 CHAMPAGNE
PINK

+



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  

PURE ARTISAN DEMI-PERMANENT
COLOUR CREAMS ARE CREATED
FOR THE ARTIST WITHIN US ALL

INFUSED WITH CERTIFIED ORGANIC COMPLEX
AND SHEA BUTTER,
THE UNIQUE ARTISAN COLOUR CREAMS
CREATE BOLD TO SUBDUED REFLECTS
WITH ENDLESS CUSTOMISABLE CREATIVE RESULTS.
ARTISAN COLOUR CREAMS HAVE
LONG LASTING COLOUR PERFORMANCE
AND CONDITIONING BENEFITS.



Pastel Champagne Pink

ARTISAN
CREATIVE COLOUR CREAMS

pure
ORGANIC CERTIFIED
COMPLEX

Pure Styling Primer

ANTI-HUMIDITY HEAT PROTECTION RAPID BLOW DRY TONIC / EXTENDS STYLE LIFE

- RAPID BLOW DRY TONIC TO EXTEND STYLE LIFE.
- PROTECTS AGAINST UVA, UVB AND UV DAMAGE FROM THE SUN.
- BLOW DRY STYLING PRIMER CUTS BLOW DRY TIME LEAVING HAIR PERFECTLY PRIMED FOR STYLING.

LIGHT-MEDIUM CONTROL / HIGH SHINE

**BUY 6 x PURE STYLING PRIMERS AND
RECEIVE 1 x PURE STYLING PRIMER TESTER
NO CHARGE**

HOT TIP :
USE PURE STYLING PRIMER PRIOR TO HEAT STYLING
TO PROTECT THE HAIR AND REDUCE BLOW DRYING TIME



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 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

**BUY 6 x PURE CURLY GIRLYS AND
RECEIVE 1 x PURE CURLY GIRLY TESTER
NO CHARGE**



Pure Dust Free Bleach

DUST FREE, CLEAN PERFORMANCE, CONDITIONING SPREADABLE FORMULATION

- ACHIEVE THE ULTIMATE IN BLONDE COLOURING
- LIGHTENS 6-7 LEVELS LEAVING HAIR IN OPTIMUM CONDITION
- QUICK AND EASY TO APPLY

BUY:

2 x PURE DUST FREE BLEACH AT LIST PRICE

RECEIVE NO CHARGE:

2 x DUST FREE BLEACH + 2 x PURE CRÈME DEVELOPERS

Education October 2021

PURE NATIONAL ZOOM WORKSHOP

MONDAY 11TH OCTOBER 12PM – 2PM QLD TIME: CHEMISTRY OF CHROMA WITH ANTHONY PRESOTTO FROM QLD
FOR BOOKINGS OR MORE INFORMATION CONTACT YOUR SALES AGENT, HAIRJAMM TECHNICIAN OR HAIRJAMM HEAD OFFICE.



PURE.EDUCATION



PURECOLOUREDUCATION



PURE TALK

Pure 100ml duo packs

**100ML SHAMPOO & CONDITIONER
AVAILABLE IN:**
GODDESS / PRECIOUS / FOREVER BLONDE
COLOUR ANGEL / UP.LIFT VOLUME
MIRACLE RENEW / FUSION COMPLEX



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

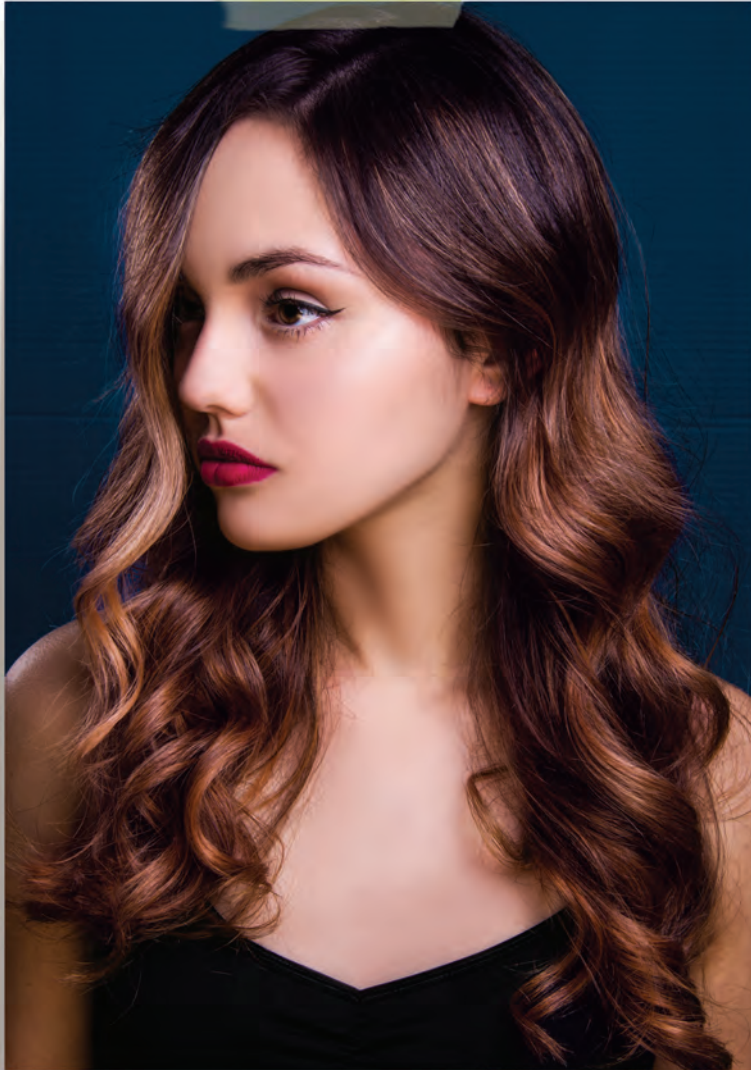


ORGANIC HORSETAIL



ORGANIC ROSEMARY

Pure Evolve Woodsy Moke



10g 6.95

+



4g 9.13

+



4g 10.0

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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ORGANIC CERTIFIED
COMPLEX

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Pure Ecological Salon Décor Kit



1 X DOUBLE SIDED CUSHION



1 X POT PLANT COVER



1 X BUNDLE OF 50 CUPS



1 X LITRE POS



1 X PURE TRIANGLE
DISPLAY CARD

our new ecological salon décor has greater longevity for salons



#pureplantspace social media competition

Plants provide clean and pure air for your salon space. Indoor plants relieve stress, boost creativity, productivity, focus and recovery.

Become a part of the Pure Plant Movement by creating your own #PUREPLANTSPACE

CREATE A PURE DISPLAY USING THE "PURE ECOLOGICAL SALON DÉCOR KIT", FEEL FREE TO ADD YOUR OWN ECOLOGICAL INSPIRED ITEMS.

COMPETITION GUIDELINES

- Upload your display image to either Facebook or Instagram and use the hashtag #pureplantspace
- Competition will run from 1st of October – 31st of November
- Winner announced 1st December
- Panel of environmental enthusiasts will select the top three winners
- Winners will receive Green Eco Hampers (Hamper includes wine, ecofriendly food, Pure Land Waste Plastic haircare products, environmentally friendly goodies)



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