

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 167 / NOVEMBER 2021

PROTECT IT . RESPECT IT . SAVE IT . LOVE IT



We all need to play a part  
in reducing the footprint  
we leave behind to keep our planet  
as beautiful as the day we found it.

*We nurture hair with nature*







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

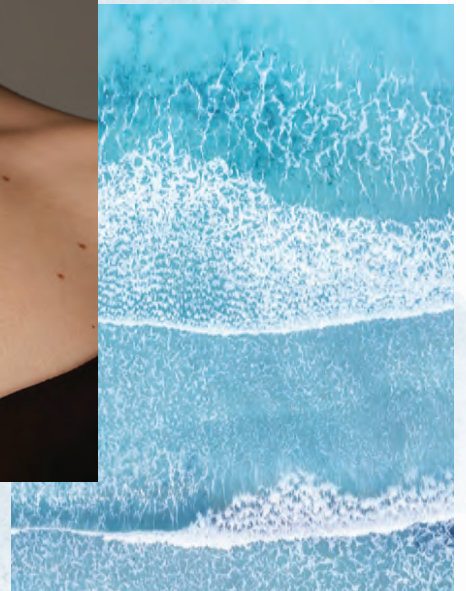
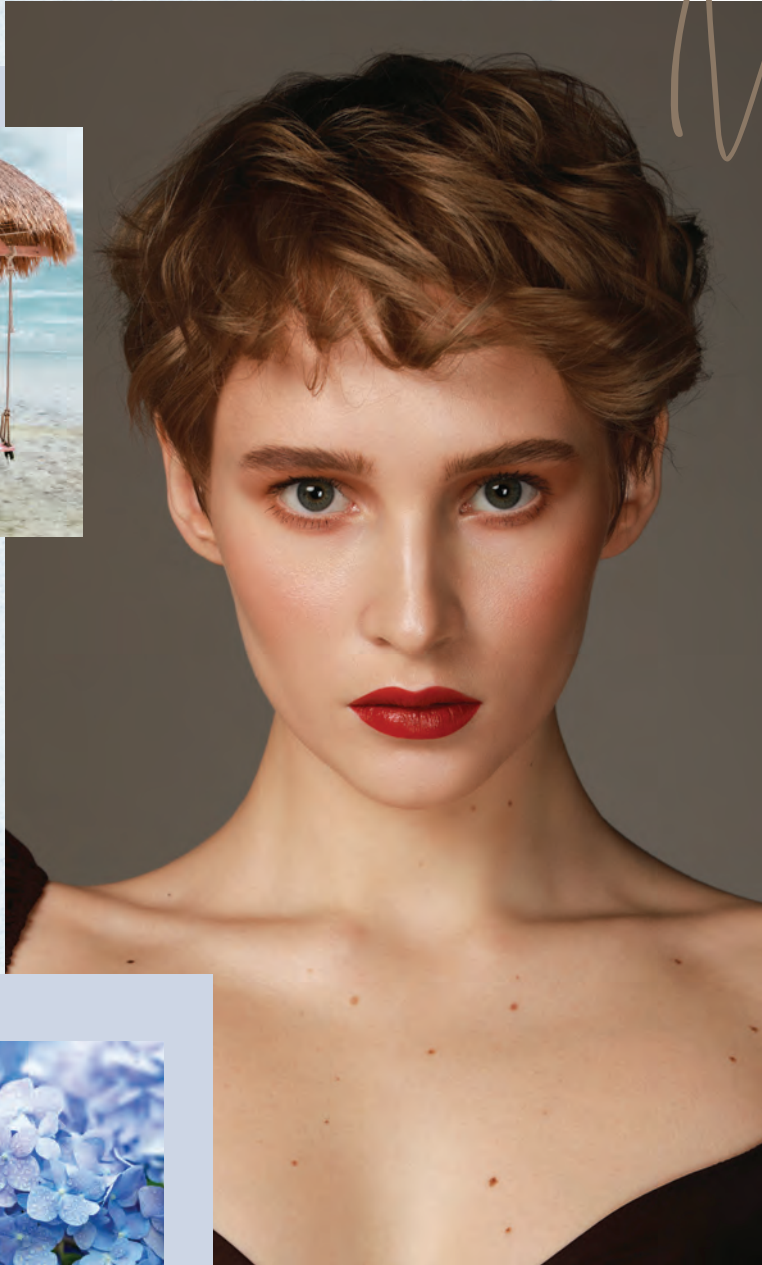
- AVAILABLE IN:**
- PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
  - PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
  - PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT
  - PURE COLOUR 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)



# November



20g 4.9

+



20g 6.14

## 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  





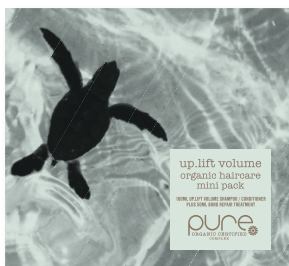
**WE USE 100% LAND WASTE PLASTIC TO MAKE OUR BOTTLES**



**EACH PACK CONTAINS:  
100ML PURE SHAMPOO AND  
CONDITIONER PLUS 50ML FUSION  
COMPLEX BOND REPAIR TREATMENT**

**AVAILABLE IN:**

- GODDESS WITH FUSION COMPLEX BOND REPAIR TREATMENT
- PRECIOUS WITH FUSION COMPLEX BOND REPAIR TREATMENT
- FOREVER BLONDE WITH FUSION COMPLEX BOND REPAIR TREATMENT
- COLOUR ANGEL WITH FUSION COMPLEX BOND REPAIR TREATMENT
- UP.LIFT VOLUME WITH FUSION COMPLEX BOND REPAIR TREATMENT
- MIRACLE RENEW WITH FUSION COMPLEX BOND REPAIR TREATMENT
- FUSION COMPLEX WITH FUSION COMPLEX BOND REPAIR TREATMENT



**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



Get ready with  
Pure Haircare



**HOT TIP!** Spray Pure Pumping Clay Spray on your hands while styling hair for texture and hold while creating movement.

Comb with a wide tooth comb, piece out any curls and you're ready to go!



After curls have set, tilt the head back and shake out the curls with Pure Pumping Clay Spray.

To create curls, place the straightener at the root and rotate half a turn away from the face and glide to the ends.

Take the next section, repeat step but alternate direction of curl, repeat on rest of hair.



First step was to wash hair with Pure Precious shampoo and conditioner.



Hair was prepped prior to styling with Pure Styling Cream, Pure Styling Primer and Pure Volumising Spray.



Time to blowdry! To ensure a smooth curl blowdry the hair straight for a sleek start.

Our youngest social media team member, Lara, getting ready for her Year 11 semi-formal. A big thank you to Pure Stylist Chris Gill for creating this look for Lara we are very lucky to have him as part of our Pure Haircare family.

We love the completed look!

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 H/axes

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

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



## Education November 2021

### PURE NATIONAL ZOOM WORKSHOP

**MONDAY 29TH NOVEMBER 10AM BRISBANE TIME : ARTISAN PROBLEM SOLVING**

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



PURE.EDUCATION



PURECOLOUREDUCATION



PURE TALK

# Pure Styling Cream

PURE STYLING CREAM IS THE PERFECT PLIABLE CREAM FOR SHORT TO MEDIUM LENGTH HAIR CREATING MOVEMENT AND SHAPE IN ALL HAIR TEXTURES. THIS VERSATILE, SPREADABLE STYLING CREAM WITH MEDIUM HOLD AND NATURAL SHINE CONTAINS UV, THERMAL AND HUMIDITY DEFENCE, PROTECTS AGAINST OVER EXPOSURE TO SUN, SWIMMING, CHEMICAL TREATMENTS AND HEAT STYLING.

THIS LIGHTWEIGHT CREAM ADDS TEXTURE TO ALL HAIR TYPES AND CREATES FLEXIBLE HOLD TO CREATE LOOSE UNDONE LOOKS LEAVING THE HAIR FEELING SOFT, REWORKABLE AND MANAGEABLE.

STYLING CREAM HAS A UNIQUE VELVETY TEXTURE THAT ENABLES EASY DISTRIBUTION THROUGHOUT THE HAIR AND IS SUITABLE TO APPLY ON WET, DAMP OR DRY HAIR.

**BUY 6 x PURE STYLING CREAMS AND  
RECEIVE 1 x PURE STYLING CREAM TESTER  
NO CHARGE**



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 Eggplant



20g 5.9

+



20g 6.22

+



60g 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





# 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)



Head Office : Lot 3 / 457 Tufnell Road, P.O. Box 390, Banyo Queensland 4014 Phone. +61 7 3850 6200 Fax. +61 7 3850 6299 Email. cs@hairjamm.com



Like us on facebook and stay up-to-date with everything Pure  
[www.facebook.com/purehaircareaustralia](http://www.facebook.com/purehaircareaustralia)

[pure\\_haircare](https://www.instagram.com/pure_haircare/) / [purehairaustralia.com](http://purehairaustralia.com)