

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 169 / JANUARY 2022

*trust in the magic  
of a brand New Year*

Pure Haircare are offering exciting  
new education opportunities for  
learning and growth in 2022.





# Pure Artisan Satin Pink



15g BLUSHING PEACH

+



5g PLATINUM SILVER

+



20g ACTIVATOR 2

## 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







*Elevating the craftsmanship*

## **2022 PURE EDUCATION**

Pure Haircare are offering flexible education for 2022.

Join our education classes

- on location
- in-salon

or in the comfort of your own space

- online

or maybe a combination of all options.

Learning with flexibility is the key and we have tailored our education to cater for all. We understand all options have advantages and disadvantages so you are able to choose what suits you.

## **JOIN US ONLINE**

Our social media and digital platforms share information, education, inspiration, competitions and more.

*Learning is a choice and education is a gift  
that nobody can take away from you*



# Award Winning Goddess deals

## DEAL 1

### BUY:

4 x 300ML PURE GODDESS SHAMPOO AND 300ML PURE GODDESS CONDITIONER

### RECEIVE NO CHARGE:

A 1 LITRE PURE GODDESS SHAMPOO OR CONDITIONER

## DEAL 2

### BUY:

9 x 300ML PURE GODDESS SHAMPOO AND 300ML PURE GODDESS CONDITIONER

### RECEIVE NO CHARGE:

A 1 LITRE PURE GODDESS SHAMPOO AND CONDITIONER

\*DEAL AVAILABLE IN GODDESS ONLY

BEST IN CARE

**AHIA** BUSINESS

AUSTRALIAN HAIR INDUSTRY AWARDS

**2021 WINNER**

**GODDESS**  
SHAMPOO & CONDITIONER

- ORGANIC SHEA BUTTER, ARGAN OIL AND MARULA OIL RESTORE MOISTURE LOSS CAUSED BY NATURAL ELEMENTS, REGULAR CHEMICAL TREATMENTS OR FREQUENT HEAT STYLING.
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REJUVENATE AND RESTORE HEALTHY MOISTURE BALANCE TO HAIR AND SCALP.
- INFUSE STRANDS WITH ESSENTIAL HYDRATION AND MOISTURE DELIVERING SERIOUSLY SILKY, SOFT RESULTS.

## ultra soft hydration therapy

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 Artisan French Lavender



12g ICED LAVENDER

+



6g CHAMPAGNE PINK

+



2g SLATE GREY

+



20g ACTIVATOR 2

## 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 Instant Tones deal

## 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

### BUY:

1 OF EACH SHADE PURE INSTANT TONES (6 IN TOTAL)

### RECEIVE:

2 x PURE PEROXIDES NO CHARGE



## WITH PROTECTING BOND MULTIPLIER

- WITH 9 LEVELS OF FAST-ACTING LIFT, PURE EVOLVE PLEX LIGHTENING POWDER WITH BOND MULTIPLIER PROTECTS THE HAIR STRUCTURE AS IT LIGHTENS FOR THE ENTIRE DEVELOPMENT.
- PREMIXED MORE CONSISTENT RESULTS.
- A NO YELLOW, BLUE BLEACH SUITABLE FOR ALL HAIR TYPES.
- GRADUAL RELEASE OF OXYGEN, HAIR IS LIGHTENED UP TO 9 LEVELS.
- SAFE PROCESS.
- PURE EVOLVE PLEX IS A PROTECTING BOND MULTIPLIER SHIELDING AND REPAIRING THE INNER STRUCTURE OF THE HAIR.

### BUY:

3 x PURE EVOLVE PLEX LIGHTENING POWDER AT LIST PRICE

### RECEIVE:

2 x PURE EVOLVE PLEX LIGHTENING POWDER NO CHARGE



# Pure Evolve Plex Lightening Powder

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](https://www.facebook.com/purehaircareaustralia)



[pure\\_haircare](https://www.pure-haircare.com) / [purehairaustralia.com](https://www.purehairaustralia.com)