



Education

ELEVATING THE CRAFTSMANSHIP

pure
ORGANIC CERTIFIED
COMPLEX



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.

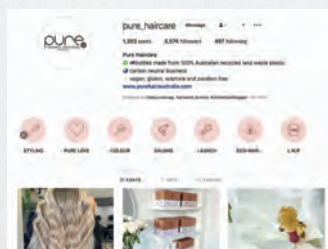



 Pure Education

 pure.education




 Pure Talk



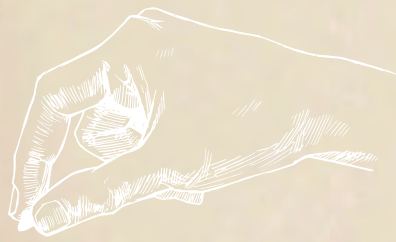
 pure_haircare



 Pure Haircare

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

Plant...



MASTERING PURE

Master the Pure colour brand, gain confidence and understanding of using PURE EVOLVE, EVOKE and EXTREME.

Learn how to achieve gorgeous greys, radiant reds and rich chocolates, the essentials of colour theory, universal law of colour and how to formulate for in salon situations will all be covered in this session.

- Essential theory of colour wheel
- Achieve perfect white coverage
- Fashion reflect and toning

IDEAL FOR: Beginner colourist or those new to Pure Colour.

BLONDE AMBITION

Understand how to achieve the perfect blonde. This workshop is designed to explain the concept, theory and formulation for successful lightening. Be more informed on toning choices and home maintenance options.

- Ultralift and 12 series formulating
- Toner options
- Blonde problem solving

IDEAL: For intermediate level colourist, those that have attended MASTERING PURE.

CONFIDENT CORRECTION

Learn problem solving skills in this in-depth workshop covering corrective solutions for all salon situations. Removing unwanted tone or depth, adding reflect and vibrancy, whatever the situation and discuss the steps for confident formulations and spectacular results.

- When and why to correct
- Re-pigmentation
- Correction options

IDEAL FOR: Advanced colourist and those that have attended MASTERING PURE and BLONDE AMBITION.

THESE SESSIONS ARE PROVIDED VIA ZOOM.

DATES ARE ADVERTISED DURING THE YEAR ON SOCIAL MEDIA PLATFORMS ALONG WITH THE MONTHLY PURE NEWSLETTER. SALON SESSIONS ARE AVAILABLE VIA ZOOM ALSO ON REQUEST.

EMERGING COLOURIST

This workshop is the perfect introduction to colour, for the Emerging Colourist in your salon. Broken into four interactive sessions, the workshop introduces fundamental colour theory, the laws of colour and the how to of hair and scalp analysis, before embarking on the correct application and removal of hair colour. Later sessions in Emerging Colourist focus on introducing essential skills in toning and commercial foiling techniques.

This program is highly interactive, with some training taking place via Zoom, with at home activities, Emerging Colourist is designed to keep the junior members of your team engaged and educated on the basics of hair colouring, utilising a hands on approach to make sure the learning is fun while ensuring maximum retention of information. Designed to run cohesively alongside the training packages in the salon, your Emerging Colourist will be further armed with the skills and confidence necessary to be the essential right hand in the salon.

FOUR 2½ – 3 HOUR SESSIONS WITH THE OPTION OF A FIFTH FOLLOW UP SESSION IF REQUIRED

SESSION ONE:

- Introduction to hair and scalp structure
- In-depth hair analysis
- Hands on activity: Identifying hair types
- Pre-treating the hair
- Chair and basin massage procedures
- Hands on activity: Professional massage techniques

SESSION TWO:

- How we see colour
- Foundations of the colour wheel
- Grey hair and hair analysis
- Hands on activity: Identification of grey percentages
- Understanding the various types of hair colours we use
- Hands on activity: Semi colour and permanent colour timing and oxidation

SESSION THREE:

- Changing the natural hair colour
- Colour application and removal
- Professional service standards
- Hands on activity: regrowth application

SESSION FOUR:

- The effects of pH on the hair
- Powder lightener
- Toning
- Basics of foiling
- Hands on activity: 1/2 head foils.

IDEAL FOR: Beginner colourist during their first few months of in-salon work.

LENGTH OF WORKSHOP: 4 x 2½ - 3 hour sessions with the option of a fifth follow up session

INVESTMENT : \$600 – Diamond Loyalty Salons discount applies.

Nurture...



BEYOND BALAYAGE

Still the most searched hair technique on Instagram and most requested service in salon. Learn a variation of this technique including a way to seamlessly blend a deeper regrowth with lighter ends – no back-combing necessary! Also, with hints and tips on zonal toning, colourists will leave this class more confident and inspired.

IDEAL FOR: Colourists starting their balayage journey. Basic skills are necessary.

LENGTH OF CLASS: Full day theory and hands on workshop with mannequin.

BALAYAGE ELEVATED

Looking to advance your balayage skill set? This workshop gives advanced techniques, options and diversified formulas to achieve the ultimate balayage result. On trend toners, basin balayage and hairline painting are included in the advanced colour workshops.

IDEAL FOR: Those colourists that are tired of doing the same technique and want to take their skill set to the next level.

LENGTH OF CLASS: Full day theory and hands on workshop..

FAST FOILS

In a fast-paced salon environment it's important to keep up. Learn effective and innovative placement ideas to build understanding around using the head shape and directional foiling to create an individual look for clients.

This workshop is ideal for those colourists looking to expand on their current foiling techniques. Colourists will learn foil placement patterns to enhance a haircut and create maximum impact with speedy application time in mind.

IDEAL FOR: Colourists with confidence in foiling looking to expand their skills and repertoire.

LENGTH OF CLASS: Full day interactive hands on session utilising a mannequin.

COLOUR EXPRESS EXPANDED

SHORT. SHARP. FASHION DRIVEN – Break out of the routine with customised colour services and updated quick, easy techniques that will inspire even the busiest colourist.

Explore your colour formulations and placements to customise new looks for each and every client.

Completed this workshop already? Awesome, new techniques again have been added for a 2022 refresh.

IDEAL FOR: Third level to senior hairdresser who like their techniques as quick as their education!

LENGTH OF CLASS: Half day theory and hands on workshop.

CUSTOM COLOUR DESIGNS

Every individual wants an individual colour design, just for them. Global colour need not be boring, refresh your ideas and add some full head and paneling ideas to your toolbox of techniques.

Create captivating colour work with custom formulas also in the workshop. This workshop is specifically designed for the creative colourist in mind. Already done it, great, we have more new techniques included for those that have joined us previously for this workshop.

IDEAL FOR: Those colourists that are tired of doing the same technique and want to take their skill set to the next level.

LENGTH OF CLASS: Full day theory and hands on workshop.

THE RETURN OF THE PERM

The word 'Perm' conjures images from the 70s and 80s. But this is NOT your Grandma's perm or your Mum's!

Effortless waves and movement that last. Texture that supports your styling and gives you days of hold. Beach waves that last the summer. Learn professional salon texture services to create soft, natural-looking, wave and curl patterns, that give bounce, body and movement for those that want texture as part of their hairstyle.

Learn correct solution choice, how to create a blend of wave and curl that can control frizz, add movement or volume. How to style and care for textured hair is also included in the interactive workshop.

IDEAL FOR: Stylists who already have some winding experience and are confident with applying texture tools to the hair. Those stylists looking to expand their creative ideas.

LENGTH OF CLASS: Full day interactive hands on session along with ideas and tips to take back to the salon.

HANDS ON SESSION: A model is required for this workshop. Specifications will be sent upon booking. If preference is to use a mannequin, rather than a model, this will incur an additional fee.

EXPLORE ARTISAN

Artisan Colour is the newest addition to the Pure Professional family. Explore Artisan in an introductory session for those looking to expand their knowledge about the theory behind achieving the ideal results on bespoke applications. Complete with a salon friendly technique, this session will introduce colourists to a new world of possibilities.

IDEAL FOR: Those colourists unfamiliar with working with high fashion shades like Artisan or are new to the brand.

LENGTH OF CLASS: Full day theory and practical workshop with hands on session with mannequin.

PURE STYLE GURU

Learn to create the ultimate blow dry service in salon, with social media appeal. This session covers Pure product knowledge and how to, in addition to creating both a smooth and voluminous blow dry. Pure Style Guru is complete with hints and tips for using hot tools such as straightening irons and curling wands to enhance an enviable blow dry.

IDEAL FOR: Beginner to intermediate stylists looking to enhance and refine their finishing skills.

LENGTH OF CLASS: Full day interactive hands on session utilising a mannequin.

Flourish...



PURE COLOUR BOOTCAMP

Are you a colour chemistry nerd? Then this bootcamp is for you!

We breakdown all the chemistry of what we do daily when we colour hair. We help you understand the science behind the hair fibre and the role it plays in hair colour services.

We deep dive into what makes a tube of hair colour and what it does to the hair fibre. Fully understand acid, alkali, dye intermediaries and coupling agents and what the pH scale means for colourists and how it affects everything we do.

Gain a true understanding of how the universal laws of colour and physics play a role in how we colour hair. We also tackle many of the misconceptions we have about hair colour, what it can and cannot do, grey coverage issues etc. Learn how to manipulate hair colour with advanced formulation skills to ensure your hair colour is successful every time.

COURSE LENGTH: Three 2 hour sessions via Zoom with hands on activities to be completed in between.

COURSE CONTENT

- Session 1 : Hair Science
- Session 2 : Colour Theory and Hair Colour Science
- Session 3 : Advanced Formulation Skills

IDEAL FOR: Senior hairdressers who love to know the why and how with colour. A good understanding of colour theory fundamentals is essential.

INVESTMENT: \$100 – Diamond Loyalty Salons discount applies.

ARTISAN EXTENDED

Creativity is a dance of the mind, the hands, and the heart.

A session designed for curious minds and inspired colourists. Artisan Extended is an in-depth look at hair science in conjunction with creative colours, including ideal base level and underlying pigment, as well as comprehensive discussion about best practice for Artisan removal. Artisan Extended is rounded out with the option of two different techniques to give colourists the opportunity to lean into their creativity.

IDEAL FOR: Those colourists familiar with working with high fashion shades and looking to learn problem solving and new techniques with Artisan.

LENGTH OF CLASS: Full day theory and practical workshop with hands on session with mannequin.

BLONDE TONING AUTHORITY

Fancy being an authority on blondes? This interactive workshop is designed around the exacting standards of our blonde clients. Recap bleaching levels and what to do when you don't get them right, learn what product is best for toning the result you're aiming for. All this along with creative formulas and the new cult colour of the season.

IDEAL FOR: Experienced colourists looking for problem solving and creative formulations with toning blondes.

LENGTH OF CLASS: Full day theory and interactive workshop, hands on session included and blonde model required.

CORRECTION CONNOISSEUR

For those colourists wanting to elevate their knowledge and correction skills above and beyond. Colour correction often conjures apprehension, this workshop will ensure your analysis skills are on point and will ensure you can formulate a plan that gives beautiful results and safeguard hair integrity. Both, light to dark and dark to light situations are extensively educated. Banding and corrective creative techniques are also included in the comprehensive workshop. This workshop will ensure you are informed and confident in all thing's correction, become the Connoisseur of Correction!

IDEAL FOR: Very experienced colourists and those who are very familiar with the Pure brand.

LENGTH OF CLASS: Initial Zoom session then followed up with full day hands on workshop, model is included in this session.

INVESTMENT:

FULL DAY SATELLITE WORKSHOPS: \$250 per person, includes mannequin, refreshments, lunch and handouts.

HALF DAY SATELLITE WORKSHOPS: \$195 per person, includes mannequin, refreshments and handouts.

IN-SALON FULL DAY WORKSHOPS: \$395 per salon for up to 5 attendees. Includes lunch, handouts and one mannequin. Additional mannequins if required are at an additional cost.

IN-SALON HALF DAY WORKSHOPS: \$295 per salon for up to 5 attendees. Includes lunch, handouts and one mannequin. Additional mannequins if required are at an additional cost.

DIAMOND LOYALTY SALON DISCOUNTS APPLY.

HOW TO BOOK

Contact your Hairjamm agent, educator or head office on 07 3850 6200 or email directly to education@hairjamm.com.

CANCELLATION POLICY

No charge is made at the time of booking, confirmation emails and in some cases phone calls will be made in regard to your booking also. There is no cancellation fee charged up until 14 days prior to the event, at this time, payment will be taken and attendance confirmed. Cancellation within the 14 day period will attract a 100% fee.

TECHNICAL HOTLINE +61 7 3850 6222



Pure Talk
Pure Haircare
Pure Education



[pure_haircare](#)
[pure.education](#)

HEAD OFFICE

Lot 3 / 457 Tufnell Road
PO Box 390, Banyo Qld 4014

PHONE : +61 7 3850 6200

FAX : +61 7 3850 6299

EMAIL : cs@hairjamm.com

TECHNICAL HOTLINE : +61 7 3850 6222

www.purehairaustralia.com



FOR BOOKING FORM