

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 170 / FEBRUARY 2022

*tread softly
on our planet*

Eco-packaging has now shifted from a 'nice to have' to a 'must have', with consumers making their choices based on a product's environmental impact. We were the first Australian beauty brand to use recycled land waste plastic to make our bottles. Who says you can't be the one to lead the way?



Get Jennifer's warm white tones...

USING OUR
PURE ARTISAN
FORMULA



8g BLUSHING PEACH



2g PLATINUM SILVER



ACTIVATOR 2

USING OUR
PURE INSTANT TONES
FORMULA



8g BEIGE



2g ROSE GOLD



3g CLEAR



ACTIVATOR 0



DFREE / SHUTTERSTOCK.COM



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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COMPLEX

purehairaustralia.com  

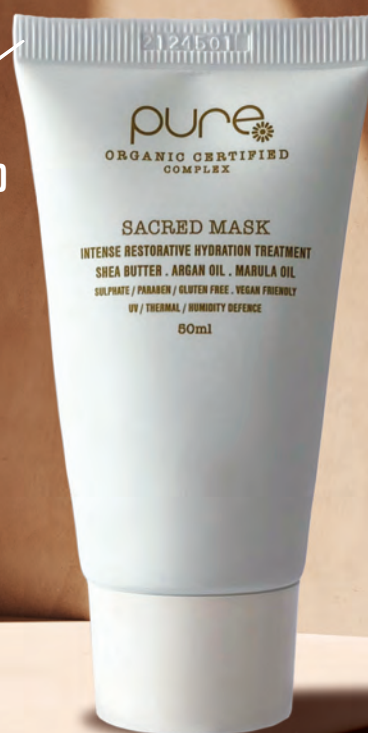
Sacred Mask minis

TAKE YOUR FAVOURITE TREATMENT MASK AWAY FOR THE WEEKEND

Sacred Mask intense restorative hydration treatment is available for a limited time in 50ml

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.



• NEW PRODUCT LAUNCH •

Crème Paste

Adding Pure Crème Paste Lightener to our professional lightening family ensures all results can be achieved.

- Formulated with nourishing Illipe Butter for protection and hydration.
- Illipe Butter also reinforces skins natural protective barrier and promotes elasticity in the hair and scalp.
- Contains Kaolin Clay to ensure creamy smooth consistency for precise and effective application.
- Fragrance free to ensure less irritation.
- Contains Cotton Seed Extract for gentle lightening of the regrowth area.
- High in essential fatty acids to reduce inflammation and irritation.
- Vitamin E to help skin regeneration, moisture content and reduces oxidative stress on hair and scalp.

**SEE YOUR SALES AGENT OR
PURE TECHNICAL EDUCATOR
FOR MORE INFORMATION**












• NEW PRODUCT LAUNCH •

BRING HAIR TO LIFE WITH PURE

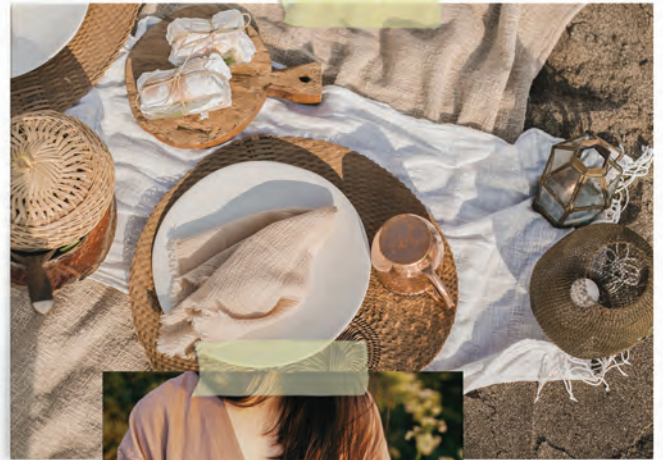
Halo Spray



-  A medium hold dry texture spray
-  Perfect for styling hair with hot tools
-  Creates natural movement and definition
-  Protective thermal and humidity defence
-  Body building volume and texture that can be layered, styled and reworked to perfection
-  Invisible lightweight finishing /working spray for fine-medium hair types
-  Quick drying, non-greasy formula can be easily removed without leaving a residue
-  Touchable satin finish
-  Infused with Rose Hip Oil to smooth and control frizz

pure
ORGANIC CERTIFIED
COMPLEX 

Recreate Rosie's Warm Blonde



8g 8.7

+



2g 9.34

+



10vol

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Pure Comparisons



PURE HALO SPRAY – 300ml

- Perfect prep mist spray for hot tools
- thermal and humidity protection
- Styling dry mist spray adding body to fine hair
- Medium hold
- lightweight layering micro-mist polymers
- quick drying non-greasy formulation
- perfect for use on second-day hair
- satin soft finish
- lightweight non sticky texture



PURE PLUMPING SPRAY – 286ml

- Incredible volume and body to hair
- Root boost giving hair lift from the root
- Flexible texture
- Invisible working spray
- Great for volume at the roots
- Thermal defence



OOMPH WAX SPRAY – 143ml

- Ultra Firm Finishing Wax Spray
- Control and lasting hold
- High performance finishing control
- Matt dry finish
- Wax dry formula
- Thermal defence

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