

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

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Certified



Corporation

*celebrate B Corp month*

We are proud to be a Certified B Corporation®  
B Corps™ are for-profit companies that use  
the power of business to build a more inclusive  
and sustainable economy. They meet the  
highest standards of social and environmental  
performance, transparency and accountability.





# organic science in colour

**HUGE  
COLOUR LAUNCH  
DEALS**



## Pure Colour is a fully integrated colouring system

**Our exciting new Pure Colour Range has arrived!**

New shades, new formulations and new packaging in a fully integrated colouring system.

**CONTACT YOUR PURE AGENT FOR MORE INFORMATION AND HUGE COLOUR LAUNCH DEALS!**

### BIO-COLOURING SYSTEM

Pure Colour is formulated with our exclusive 100% certified organic complex as well as powerful phytonutrients, shea butter and glycerin to create a naturally enhanced supreme bio-colouring system.

### EXCLUSIVE 100% CERTIFIED ORGANIC COMPLEX + POWERFUL PHYTONUTRIENTS



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

### ECO FRIENDLY PACKAGING



Pure Colour Cartons are Eco friendly using FSC certified recycled paper.



We use Natural Soy Inks in all of our printing, soy ink comes from natural soy beans.



We are carbon neutral, which means our carbon footprint is ZERO!



We are proud to be part of B Corp's global vision.





pure  
ORGANIC CERTIFIED  
COMPLEX



  pure\_haircare / [purehairaustralia.com](http://purehairaustralia.com)



# celebrate B Corp month

**Certified**



**Corporation**

**CERTIFIED B CORPORATIONS® (B CORPS™)**

meet the highest verified standards of social and environmental performance, transparency, and accountability. The B Corp assessment process measures a company's performance in five categories: governance, workers, customers, community, and the environment.

**B GLOBAL NETWORK VISION**

Our global vision is of an inclusive, equitable and regenerative economic system for all people and the planet.

**WHAT DOES THE 'B' STAND FOR?**

B stands for Benefit for all. We are mobilizing the B Corp movement to change our economic system to positively impact all stakeholders — workers, communities, customers, and our planet.



**WE HAVE RESCUED THE EQUIVALENT OF 4.3 MILLION PLASTIC WATER BOTTLES FROM REACHING AUSTRALIAN LANDFILL**



Join our team of eco-warriors  
Purchase one of our Pure ecological t-shirts

limited ladies sizes available

## Pure 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**



# 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

## 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**

# Pure Curly Girl

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

## 55 SQUAT CHALLENGE

**55 squats. 31 days. 55 Australians  
diagnosed every day.**

**SUPPORT OUR PURE ORGANIC  
HAIRCARE TEAM**



**National  
Breast Cancer  
Foundation**

**Breast cancer is the most commonly diagnosed cancer in Australia.  
55 Australians are diagnosed with breast cancer every day,  
and incidences are on the rise. That is why we need your help  
to rise to the challenge this March.**

Pure Haircare and our staff are supporting this very worthy cause, visit  
[fundraise.nbcf.org.au/fundraisers/pureorganichaircare](https://fundraise.nbcf.org.au/fundraisers/pureorganichaircare)

to learn more about how you can help us. Every donation, big or small,  
will get us closer to reaching our goal and helping the National Breast  
Cancer Foundation end deaths from breast cancer.












PERFECT BESTIE FOR STYLING HAIR WITH HOT TOOLS

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

BUY 6 x HALO SPRAYS  
RECEIVE 1 x HALO SPRAY  
TESTER NO CHARGE

**pure**  
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COMPLEX 





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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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