ISSUE 172 / APRIL 2022

Anthy Colon

Our beautiful Pure bio-colouring system is formulated with our exclusive 100% certified organic complex and powerful phytonutrients, shea butter and glycerin.











Artisan Soft Fuchsia



OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX





NATURAL GLYCERIN



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





















NETTLE EXTRACT ALOE VERA EXTRACT THYME EXTRACT ALTHEA EXTRACT HORSETAIL EXTRACT

ROSEMARY EXTRACT ORGANIC GREEN TEA NATURAL SHEA BUTTER

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 gift packs

LIMITED EDITION COSMETIC BAG CONTAINS 300ML PURE SHAMPOO AND CONDITIONER PLUS MASK OR TREATMENT



AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

PURE UPLIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE MIRACLE RENEW MASK

PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT

Corporation

CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)













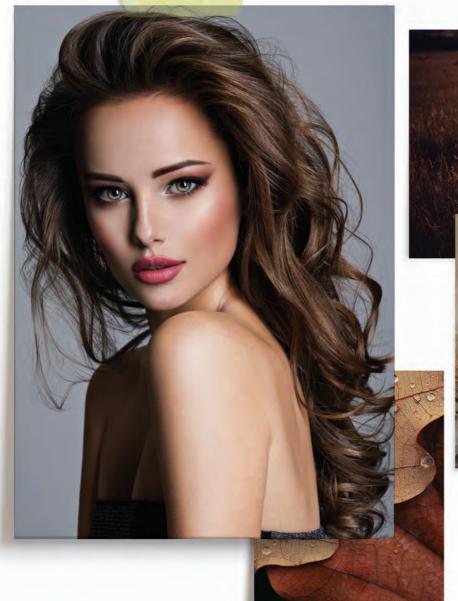








Evolve Cool Auturn Drown













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





CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'TM (100% ORGANIC EXTRACTS)





















ORGANIC NETTLE

ORGANIC GINGER

ODGANIC ALOE VED

ORGANIC LAVENDER

ORGANIC THY

E ORGANIC ALT

ORGANIC GLYCERIN

ODCANIC ADDICOT

ORGANIC HORSETAIL

UDGANIC BUSEWARY



WASTE PLASTIC IN AN EFFORT TO CREATE A CIRCULAR SUPPLY CHAIN. THIS CHAIN TAKES RECYCLABLE PLASTIC AND PROCESSES IT BY SORTING, SHREDDING AND CREATING PELLETS THAT ARE THEN USED TO MAKE OUR RECYCLED PLASTIC BOTTLES. IN DOING THIS, WE WILL BE REDUCING THE AMOUNT OF PLASTIC GOING TO LANDFILL IN AUSTRALIA.



WHO SAYS YOU (AN'T BE THE ONE TO LEAD THE WAY?

gently does it

AN INTERNATIONALLY TRUSTED BRAND PORTFOLIO OF CLEAN AND GREEN PROFESSIONAL QUALITY PRODUCTS SAFER FOR HAIR, SKIN AND OUR PLANET. PURE PRODUCTS CONTAIN OUR EXCLUSIVE AUSTRALIAN CERTIFIED 100% PURE ORGANIC COMPLEX

We have planted over 700,000 native bee friendly plants

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