

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 172 / APRIL 2022

## Autumn Colours

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



10g BLUSHING PEACH

+



2g SUNSET RED

+



ACT 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



# 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.



# haircare for the planet

luxurious Pure organic haircare  
in our limited edition reusable  
cotton cosmetic bag



perfect Mother's day gift idea

## 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 UP.LIFT 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

Certified



Corporation



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



# Evolve Cool Autumn Brown



10g 5.9

+



2g 8.22

+



10vol

## 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  



# volumising spray

- Body building root lift.
- Dry texture and thicker hair.
- Creates anti-gravity all-over bodifying fullness in all hair types.
- Protects against UVA, UVB and UV damage from the sun.
- Lightweight body texture spray.
- Medium control and low shine.
- 100% certified organic extracts.
- Sulphate, paraben and gluten free.
- Vegan friendly.

**BUY 6 x PURE VOLUMISING SPRAYS AND  
RECEIVE 1 x PURE VOLUMISING SPRAY  
TESTER NO CHARGE**



**pure**  
ORGANIC CERTIFIED  
COMPLEX  
**VOLUMISING SPRAY**  
BODY BUILDING ROOT LIFT  
DRY TEXTURE AND THICKER HAIR  
SULPHATE / PARABEN / GLUTEN FREE . VEGAN FRIENDLY  
UV / THERMAL / HUMIDITY DEFENCE  
200ml

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

Certified



Corporation

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.

OUR BOTTLES ARE MADE FROM 100% AUSTRALIAN LAND 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 CAN'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**

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



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