

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 173 / MAY 2022

HAIR COLOUR INSPIRATION FOR

Autumn and Winter

As the weather gets chillier
it's time to transform your hair colour,
we have gathered the toastiest shades
for colour inspiration.

Ask your sales agent for your copy of
our collection of colour formulas that
keep popping up on celebrities.



Pure Flourish

LEAVE IN TREATMENT TO REVITALISE COLOURED DRY DELICATE HAIR

- INSTANT LIGHTWEIGHT NOURISHMENT.
- DESIGNED TO REVITALISE COLOURED, DRY DELICATE HAIR.
- ENRICHED WITH NUTRIENT-RICH AMINO ACIDS AND POROSITY BALANCING EXTRACTS TO NOURISH AND PROTECT HAIR.
- INFUSED WITH EXCLUSIVE 'PURE COMPLEX'[™] (CERTIFIED 100% ORGANIC EXTRACTS).
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REVIVE, PROTECT AND SHINE.

**BUY 6 x FLOURISH
RECEIVE 1 x FLOURISH TESTER NO CHARGE**

PRO IN-SALON TIPS:

- EXCELLENT POROSITY EQUALISER FOR DAMAGED AND POROUS ENDS PRIOR TO COLOUR, PERMING OR CHEMICAL STRAIGHTENING. LIGHTLY MIST ON AFFECTED AREAS PRIOR TO COLOUR/CHEMICAL APPLICATION. DO NOT RINSE.
- EXCELLENT CUTTING LOTION, LIGHTWEIGHT, PROVIDES BEAUTIFUL COMBABILITY AND SLIP DURING CUTTING.
- PRE-TONING – APPLY TO MORE POROUS AREAS OF THE HAIR PRIOR TO TONING TO ENSURE EVEN COLOUR UPTAKE AND LONGEVITY DUE TO NUTRIENT RICH AMINO ACIDS.

pure
ORGANIC CERTIFIED
COMPLEX

NEW

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

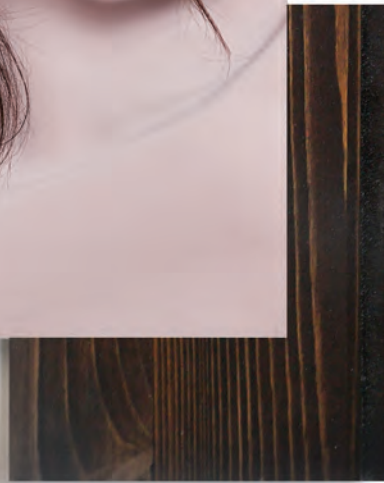


ORGANIC HORSETAIL



ORGANIC ROSEMARY

Evolve Dark Chocolate



10g 3.9

+



2g GREEN MIX TONE

+



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

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COMPLEX

purehairaustralia.com



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

pure
ORGANIC CERTIFIED
COMPLEX



Pamper yourself with Pure Walnut Scrub

Purify and soothe your scalp with our hair and scalp pre-wash treatment.

If you feel like your scalp gets build-up or is oily, flaky, or you want the fresh scalp feeling, this product is perfect for you.

Use the scalp scrub regularly before you shampoo followed with conditioner.

FEATURES AND BENEFITS:

- DEEP CLEANSE HAIR AND SCALP.
- FORMULATION IS PACKED FULL OF ANTIOXIDANTS FOR A HEALTHY SCALP.
- REMOVES PRODUCT BUILD UP.
- STIMULATES HAIR FOLLICLES.
- PROMOTES HEALTHY HAIR GROWTH.
- REMOVES DEAD SKIN CELLS.
- DETOXIFIES AND PURIFIES SCALP.
- REGULAR USE WILL HELP ENSURE HEALTHY, DANDRUFF FREE, NON-GREASY HAIR.
- APRICOT SEED OIL CONTAINS OLEIC ACID, AN OMEGA-9 FATTY ACID THAT MAKES HAIR AND SCALP SOFTER BY MOISTURISING, INCREASING HYDRATION AND REDUCING DRYNESS.
- WALNUT OIL IS RICH IN VITAMIN B AND ANTIOXIDANTS, IT HAS ANTI FUNGAL PROPERTIES THAT PREVENT DANDRUFF OR ISSUES LIKE DERMATITIS, MAKING SURE THE SCALP IS NEAT AND CLEAN TO BOOST HAIR GROWTH.



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

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



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 Golden Copper



6g 7.44

+



6g 7.64

+



GOLD MIX TONE

+



10vol

OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



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NATURAL SHEA BUTTER



NATURAL GLYCERIN

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Pure Sacred Mask

INTENSE RESTORATIVE HYDRATION TREATMENT FOR WINTER HAIRCARE

WHEN THE MOISTURE LEVEL IN THE AIR DROPS, YOUR HAIR TENDS TO BECOME DRY AND BRITTLE, IT PICKS UP ELECTRICAL CHARGE FROM THE DRY AIR CAUSING IT TO STAND UP AND WE OFTEN FIND THAT OUR SCALP IS MORE LIKELY TO BECOME DRY AND ITCHY. 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.



Pure treatment menu

Ask your Pure sales agent for a copy of our Pure Treatment Menu, a collection of five luxurious couture treatments blended for individual haircare needs.

Beautiful additional services to offer your client to address their specific haircare need. Start every treatment with a personal consultation and in depth hair and scalp analysis to ensure targeted couture treatments.

Our treatments include:

HYDRATION THERAPY

RESCUE THERAPY

UP.LIFT VOLUMISING RITUAL

COLOUR ANGEL TREATMENT

PRE-COLOUR MIRACLE TREATMENT

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