

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 174 / JUNE 2022

## A proud moment for Pure Haircare

We have adopted our very own fur baby!  
Her name is Ocean Summer and you  
can read more about this initiative inside.







# 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.

### 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.

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

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 Gingerbread



1/2 7.44

+



1/2 8.25

+



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  





## Pure Organic Haircare collaborated with TaLuna Collective.

In today's evolving landscape, it is more important than ever to create sustainable garments that reduce our eco footprint both now and into the future.

TaLuna Collective is proud to be Australian designed and made locally in sunny Queensland with sustainably sourced fabrics.

The TaLuna Collective was conceived with the conscious and independent woman in mind. The debut range, The People's Collection, combines classic designed silhouettes with a touch of whimsical feminine charm. All pieces are lovingly crafted from luxurious ecological natural fabrics that are embodied with a timeless colour palette.

[www.talunacollective.com.au](http://www.talunacollective.com.au)



A1 MESH BANNERS

A3 WALL TILES

Ask your Pure agent how to get your mesh banners and wall tiles



# WE HAVE ADOPTED OUR OWN FUR BABY

AS A PROUDLY AUSTRALIAN OWNED AND MADE COMPANY, AT PURE HAIRCARE WE BELIEVE IT IS IMPORTANT TO BE ECOLOGICALLY RESPONSIBLE BY INVESTING IN OUR BEAUTIFUL COUNTRY, IT'S AMAZING FAUNA, AND THEIR ENVIRONMENT. WE HAVE DONATED TO KOALA RESCUE CENTRES AND HOSPITALS ACROSS EASTERN AUSTRALIA WHO ARE WORKING TO RESCUE AND RELEASE SICK OR INJURED KOALAS, AS WELL AS RESTORING HABITATS AND REGENERATION OF FOOD THROUGH CONSERVATION PROGRAMS.

KEEP AN EYE ON OUR SOCIAL MEDIA PAGES FOR UPCOMING GIVEAWAYS



## MEET OCEAN SUMMER

### PURE HAIRCARE HAS ADOPTED OUR VERY OWN KOALA!

Through adopting OCEAN SUMMER we will be helping with the rescue and treatment of sick and injured koalas and releasing other koalas back to their homes. Adoption also assists with the conservation and expansion of habitat, collection of information for research and to provide educational material to increase public awareness.



**NAME:** Ocean Summer      **AGE:** 9 YEARS OLD!

**WEIGHT:** 5.5KG      **BREED:** ADUSTUS

**HOMETOWN:** Port Macquarie

#### **FAVOURITE SNACK:**

Munching on Eucalyptus leaves any chance I am awake

#### **FAVOURITE BUDDY:**

Mary and I share our own enclosure together as we are both blind buddies

#### **ABOUT ME:**

They describe me as the delicate koala, I'm a dainty eater and a precious little lady. I was brought to the Koala hospital with a nasty knock to my head. I was loved and nurtured around the clock and this is where my new foster mum discovered I couldn't see. I have grown into a healthy young lady, spending my days snacking on yummy eucalyptus leaves with my bestie Mary. Soon I will be looking for a 'mate' for the upcoming breeding season... wish me luck!

**WE ENCOURAGE YOU TO ADOPT YOUR VERY OWN KOALA! WE CAN ALL MAKE SURE WE ARE MORE KOALA-AWARE.**

Pure Haircare is supporting these Koala rescue centres and hospitals:





# Winter Haircare with Goddess

## ULTRA SOFT HYDRATION THERAPY 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. CHOOSING A SHAMPOO AND CONDITIONER WITH EXTRA HYDRATION DURING THE COOLER MONTHS, 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.

GODDESS SATURATES HAIR WITH INTENSIVE MOISTURE AND SEALS IT IN. IT SOFTENS AND DEEPLY CONDITIONS LEAVING SMOOTH, SILKY AND HEALTHIER HAIR.



- ORGANIC SHEA BUTTER, ARGAN OIL AND MARULA OIL RESTORE MOISTURE LOSS CAUSED BY NATURAL ELEMENTS, REGULAR CHEMICAL TREATMENTS OR FREQUENT HEAT STYLING.
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REJUVENATE AND RESTORE HEALTHY MOISTURE BALANCE TO HAIR AND SCALP.
- INFUSE STRANDS WITH ESSENTIAL HYDRATION AND MOISTURE DELIVERING SERIOUSLY SILKY, SOFT RESULTS.



BEST IN CARE  
**AHIA**  
BUSINESS  
AUSTRALIAN HAIR INDUSTRY AWARDS  
**2021 WINNER**

**GODDESS**  
SHAMPOO & CONDITIONER

## ultra soft hydration therapy

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ORGANIC NETTLE



ORGANIC GINGER



ORGANIC ALOE VERA



ORGANIC LAVENDER



ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY



# Evolve Warm Nectar Blonde



1/2 9.3

+



1/2 9.25

+



10vol

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COMPLEX

purehairaustralia.com  





## 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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[www.facebook.com/purehaircareaustralia](https://www.facebook.com/purehaircareaustralia)



[pure\\_haircare](https://www.instagram.com/pure_haircare) / [purehairaustralia.com](https://www.purehairaustralia.com)