

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 175 / JULY 2022

# Winter haircare



# there's only one planet earth

Certified



Corporation

## WE ARE PROUD TO ANNOUNCE WE ARE B CORP CERTIFIED

MANY ORGANISATIONS GIVE MISLEADING INFORMATION ABOUT THEIR ENVIRONMENTAL IMPACT, OFTEN TO APPEAL TO CUSTOMERS.

WHILE WE CAN'T STOP GREENWASHING, WE CAN USE THE B CORP LOGO AS A WAY TO SHOW WE HAVE COMMITTED TO TRANSPARENCY, ACCOUNTABILITY, AND MAKING REAL PROGRESS.

### WHAT IS A B CORP ?

CERTIFIED B CORPORATIONS ARE FOR PROFIT COMPANIES THAT USE THE POWER OF BUSINESS TO BUILD A MORE INCLUSIVE AND SUSTAINABLE ECONOMY.

THEY MEET THE HIGHEST VERIFIED STANDARDS OF SOCIAL AND ENVIRONMENTAL PERFORMANCE, TRANSPARENCY AND ACCOUNTABILITY.

- WE USE 100% AUSTRALIAN LAND WASTE PLASTIC TO MAKE OUR BOTTLES.
- WE ARE CARBON NEUTRAL, MEANING OUR CARBON FOOTPRINT IS ZERO.
- WE HAVE PLANTED OVER 30,000 NATIVE TREES IN THE YARRA YARRA BIODIVERSITY PROJECT.
- PURE PRODUCTS CONTAIN OUR EXCLUSIVE AUSTRALIAN CERTIFIED 100% PURE ORGANIC COMPLEX.
- WE USE FSC CERTIFIED OR 100% RECYCLED PAPER WHERE POSSIBLE.
- WE HAVE RESCUED 23 TONNES OF PLASTIC FROM REACHING AUSTRALIAN LANDFILL TO DATE.
- OUR PRODUCTS ARE VEGAN, CRUELTY FREE, SULPHATE FREE AND PARABEN FREE.
- WE HAVE PLANTED OVER 700,000 NATIVE BEE FRIENDLY PLANTS TO INCREASE THE HABITATS OF OUR BEES.
- WE ARE PROUDLY CERTIFIED BY THE AUSTRALIAN MADE AND OWNED CAMPAIGN.
- WE USE SOY BASED INKS IN THE PRINTING OF OUR MARKETING MATERIALS.





# Burnished Cinnamon



## STRETCH REGROWTH



## ENDS (OVER PRELIGHTENED ENDS)



## 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 HAVE ADOPTED FOUR MORE FUR BABIES

THROUGH ADOPTING OUR FIRST KOALA, OCEAN SUMMER, AND THESE FOUR GORGEOUS BABIES, 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.



KOOLONBUNG TASHA

BABY KOALAS  
ARE ONLY 2CM LONG  
WHEN THEY ARE  
BORN!



MYOORA JARRAH

WE HAVE  
TWO THUMBS,  
WE WOULD BE  
SCISSOR EXPERTS!



KOOLONBUNG TASHA

WE CAN SLEEP  
UP TO 18 HOURS  
A DAY, SNOOZE  
PROFESSIONALS!



LION LEO



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



# Fusion Complex bond repair minis

TAKE YOUR FAVOURITE TREATMENT AWAY FOR THE WEEKEND

**Fusion Complex Bond Repair treatment is available for a limited time in 50ml**

- PREVENTS DAMAGE AND REPAIRS HAIR INTEGRITY FROM SALON PROCESSES, ADDS SHINE AND LUSTRE TO HAIR.
- LEAVES HAIR FEELING SMOOTHER, SOFTER TO TOUCH, MORE RESILIENT AND MANAGEABLE.
- REBUILDS CHEMICALLY DAMAGED HAIR IMPROVING HAIR COLOUR INTENSITY AND PROTECTION AGAINST FADE.
- PROTECTS HAIR AGAINST UV, THERMAL AND HUMIDITY.



## CURL RELAXING CREAM SOFT LUSCIOUS CURL CONTROL

- DELIVERS LASTING CURL PERFECTION, TURNING FRIZZ INTO SOFT SMOOTH CURLS.
- PROTECTS AGAINST FRIZZ CAUSED BY HUMIDITY, SUN, THERMAL STYLING AND CHEMICAL TREATMENTS.
- MOISTURISES, SHINES AND SEALS.
- CONTROLLED LUSCIOUS CURL CONTROL.

medium control  
medium shine

BUY 6 X 150ML SENSUAL CURLS  
RECEIVE 1 SENSUAL CURLS NO CHARGE



# Sensual Curls





# Pure 100ml duo packs

## Pure organic shampoo and conditioner

ALL OF YOUR FAVOURITE PURE ORGANIC HAIRCARE VARIANTS IN HANDY TRAVEL SIZED RECYCLED LAND WASTE PLASTIC BOTTLES.

Pure shampoos and conditioners use modern, clean and green ingredients including our exclusive 'Pure Organic Complex' with Australian certified 100% organic extracts

### AVAILABLE IN:

GODDESS / PRECIOUS / FOREVER BLONDE / COLOUR ANGEL / UP.LIFT VOLUME / MIRACLE RENEW / FUSION COMPLEX



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



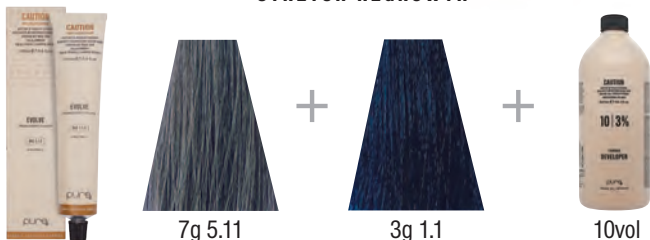
ORGANIC NETTLE   ORGANIC GINGER   ORGANIC ALOE VERA   ORGANIC LAVENDER   ORGANIC THYME   ORGANIC ALTHEA   ORGANIC GLYCERIN   ORGANIC APRICOT   ORGANIC HORSETAIL   ORGANIC ROSEMARY



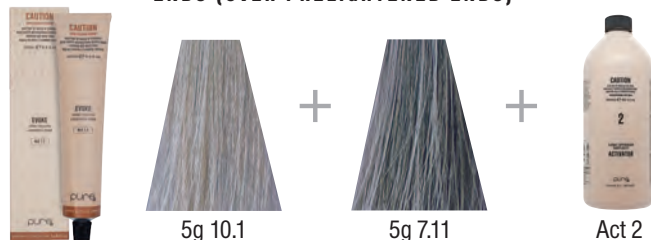
# Graphite



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**LIMITED EDITION**

Our beautiful organic soy wax candles support the mission of Sarz Sanctuary to enlighten a healing pathway by connecting and providing hope to those who have experienced the sudden loss of a loved one. Visit [sarzsansctuary.com](http://sarzsansctuary.com) to learn more.

Pure 100% organic soy aromatic candle

## Our head office soup day!



Head office are holding soup days to help warm up our hardworking employees with free delicious and healthy soups on these cold Winter days!

### WHY WE LOVE SOUP!

- They are healthy and nutritious.
- Soup helps to keep you hydrated during the winter chill.
- Gives your immune system a boost as they are full of flu fighting nutrients.
- Easy Meal Prep to be organised as they freeze well!

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