

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 178 / OCTOBER 2022

*Pure haircare is  
gentle on hair and the planet*



SAVE OUR PLANET







# Spring haircare essentials

## Pure organic gift packs

LIMITED EDITION COSMETIC BAG CONTAINS  
300ML PURE SHAMPOO AND CONDITIONER PLUS 150ML TREATMENT



### AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT  
PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT



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



# Evoked Sunset Glow



10g 8.25

+



2g Gold Mixtone

+



20g Act 2

**CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC 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](http://purehairaustralia.com)



# NEW LOOK NEW SIZE

## Pure Eliminate colour remover

Pure Eliminate colour remover is gentle on the hair, very controllable, shrinks artificial colour molecules only, so you can recolour hair on the same day.



### PURE ELIMINATE 2 PART COLOUR REMOVER :

- Corrects colour by gently entering the hair shaft and safely eliminating the links that hold together the artificial colour molecules.
- Molecules are simply rinsed away in step 2 by shampooing the hair; restoring the hair to its original colour and leaving it healthy and conditioned.
- Not recommended for use on hair previously coloured with henna or metallic salts and dyes.



# Organic science in colour

## 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.



### EVOKE DEMI PERMANENT COLOUR

*PPD & ammonia free activated demi permanent colour.*

- Superior shade selection
- Ammonia free + pH neutral
- PPD free
- 100% Certified organic complex
- Phytonutrients (shea butter + glycerin)
- Clear glossing treatment
- Excellent white hair coverage
- Brilliant blonde toners
- Micro pigment molecules for intense vibrant colour
- Integrated and colour balanced to Evolve Permanent colour
- 100ml tube 1:2 mix



### EVOLVE PERMANENT COLOUR

*PPD free & low ammonia non-invasive permanent colour system.*

- Integrated and colour balanced to evoke demi colour
- Micro pigment, PPD free + low ammonia
- 100% Certified organic complex
- Phytonutrients (shea butter + glycerin) restores and hydrates
- Unrivalled white coverage with intense natural .00 and supreme natural .000
- Intense super reds
- Superior ultra lift blondes
- 100ml tube 1:1.5 mix



### ARTISAN CREATIVE COLOUR CREAM

*PPD & ammonia free demi permanent artistic colouring system.*

- Ammonia free and pH neutral
- PPD free
- 100% Certified organic complex
- Phytonutrients (shea butter + glycerin)
- Designed to be used on pre-lightened hair
- Pastelise with Clear
- Micro pigment molecules for intense vibrant colour
- Intermixable
- 100ml tube 1:1 mix



### INSTANT TONES 5 MINUTE TONERS

*PPD & ammonia free fast acting demi permanent colour.*

- Ammonia Free and pH Neutral
- 100% Certified organic complex
- Phytonutrients (shea butter + glycerin)
- PPD free
- No base break
- Versatile, intermixable toning system
- 100ml tube 1:2 mix



### EXTREME LIFT AND DEPOSIT COLOUR

*An exciting intense range of fashion shades that can be applied over natural or coloured hair.*

- Easy to use one step process
- Fast development time
- 100% Certified organic complex
- Six rich vibrant shades
- Lightens and deposits in one step
- Lasting vibrant colours
- PPD free
- 60ml tube 1:1.5 mix



### CRÈME PASTE LIGHTENER

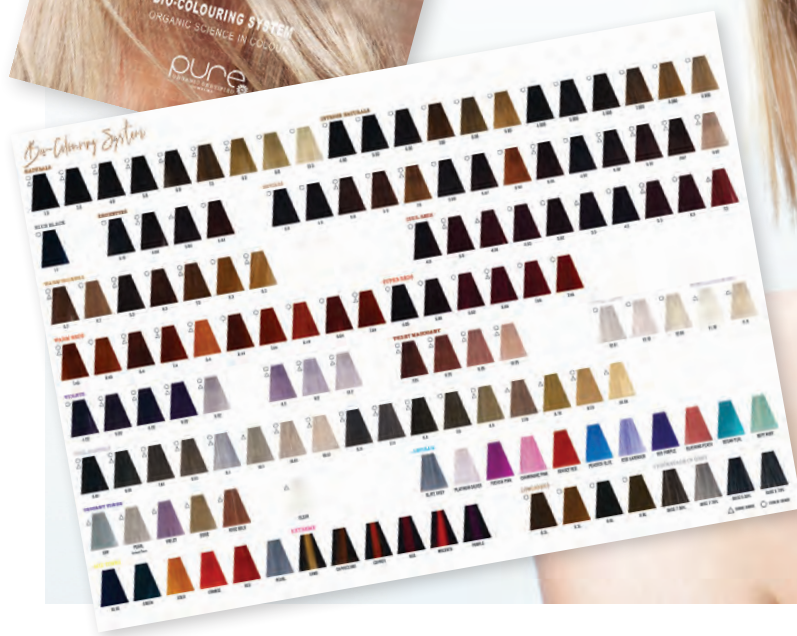
*Gentle crème lightener for high performance results.*

- Formulated with nourishing illipe butter for protection and hydration
- Contains kaolin to ensure creamy smooth consistency and perfect application
- Fragrance free
- Infused with cotton seed extracts to ensure a gentle and effective approach to lightening the regrowth area





fully integrated colouring system



## MICRO PIGMENT, LOW AMMONIA + PPD FREE

Pure Colour is made more safe and gentle with the introduction of micro-pigment technology, which in-turn avoids having to use high ammonia and PPD.

Micro-pigment molecules are much smaller and penetrate the hair shaft more easily, creating less damage to the hair whilst still producing superior, long lasting colour results. The phytonutrients and 100% certified organic complex also ensure remarkably low skin irritation, for healthy scalp and pleasant colouring experience.

## COLOUR BALANCED SYSTEM

Pure colour using the international numbering system is fully integrated. Evolve permanent colour is colour balanced to match Evoke demi colour.

## SUPER REDS

Pure Super Reds use a 5 sided molecule structure that reflects red light and provides a deeper and more dense penetration of colour into the hair structure. Micro pigments along with extra couplers ensure intense saturated reds with excellent longevity.

## INTENSE AND SUPREME NATURALS

Intense naturals contain extra dye load and micro-pigment technology to achieve excellent cool natural coverage on resistant white hair.

Supreme naturals use highly saturating nano-pigment technology increasing colour deposit for superior velvet toned grey coverage on the most resistant white hair.

## ULTRA LIFTS

Ultra Lifts are highly tone depositing blondes, for excellent neutralisation of warmth and minimum amounts of ammonia to ensure scalp health and comfort.

## FSC

FSC stands for 'Forest Stewardship Council'. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards.

Products made with wood and paper from FSC forests are marked with our 'tick tree' logo. When you see this logo, you can be confident that buying it won't mean harming the world's forests.

## 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!

## CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX

CAREFULLY SELECTED FOR THEIR SPECIFIC NUTRIENTS, THESE ORGANIC INGREDIENTS HELP INCREASE COLOUR RETENTION PROTECTING AGAINST OXIDIZATION (FREE RADICALS), AGEING (THINNING AND GREYING) AND DEFENDING AGAINST UV (SUNLIGHT DAMAGE).



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN



# Evolve Spring Shimmer



1/4 (5g) 7.01

+



1/4 (5g) 7.11

+



1/2 (10g) 10.1

+



40g Act 2

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# Pure H/axes

THE KEY TO STYLE IS LEARNING WHO YOU ARE IT CAN GIVE YOU AN IDENTITY AND SETS YOU APART FROM THE CROWD.

EMBRACING INDIVIDUALITY AND FINDING A STYLE THAT REPRESENTS WHO YOU ARE IS A POWERFUL COMMUNICATION TOOL.

OUR NEW PURE WAXES HAVE A STRENGTH AND FINISH FOR EVERY HAIR TYPE AND HAIR STYLE



## AHIA

BUSINESS  
australian hair industry awards

We are proud to have been announced as finalists in the 2022 Australian Hair Industry Awards. Our superstar products PURE PRECIOUS SHAMPOO AND CONDITIONER is a finalist in the CARE category, PURE SACRED MASK is a finalist in the TREAT category and PURE SHAPING SERUM is a finalist in the STYLE category.



## AMBA

australian modern barber awards

We are proud to have been announced as finalists in the 2022 Australian Modern Barber Awards (AMBA). Our PURE UPLIFT VOLUME SHAMPOO AND CONDITIONER is a finalist in the Men's Hair Care Product of the Year category, PURE MATT FIBRE is a finalist in the Men's Hair Style Product of the Year category and PURE WALNUT SCRUB is a finalist in the Beard Care Product of the Year category.



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