

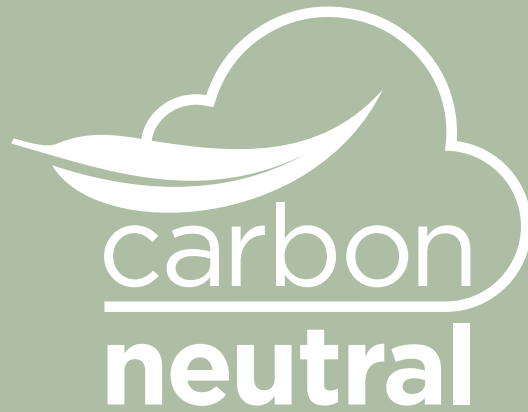
AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 179 / NOVEMBER 2022



• PURE HAIRCARE IS CERTIFIED •



We have embraced our responsibility for change becoming the first haircare company in Australia to achieve a zero carbon footprint. We have planted over 30,000 trees in Western Australia.



pure
ORGANIC CERTIFIED
COMPLEX

Independently audited for our greenhouse emissions
we are certified carbon neutral

Our investment in Western Australia's Yarra Yarra biodiversity project means
we have planted over 30,000 native trees



Our pathway towards sustainability involves making environmental improvements
to become an ecologically responsible company



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

Holiday 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

Our #PureArtisan22 Winner is...

Congratulations to Nicky Arthur @arthurandcohair! We love our Pure salons and showcasing their amazing artistic colouring skills and talent. We received so many creative entries and thank everybody for participating, it was a hard choice to make, but we think you will all agree Nicky's 'Peachy Sunset' looks gorgeous on her model Lucia.



NICKY'S INTENTION WAS TO GIVE HER MODEL A WEARABLE YET CREATIVE COLOUR THAT ALSO COMPLEMENTS HER COMPLEXION, CLOTHING AND NATURAL BEAUTY.

TECHNIQUE

Pre foilage first.

Rinse shampoo with Pure Miracle Renew, blowdry.

Fine foils throughout front section with Pure Artisan Sunset Red, plus back to back slices at the nape for a subtle peekaboo of red.

Apply Pure Artisan Blushing Peach 20g and 10g Pure Artisan Sunset Red in foils.

Apply Pure Artisan Blushing Peach between foils.

Shampoo and condition with Pure Miracle Renew.

Styled with Pure Styling Cream and Pure Halo Spray.



We are reusing 100% Australian land waste plastic to make our bottles, we have rescued 23 tonnes of plastic from reaching Australian landfill.

perfectly petite travel companions for the holiday season



Pure organic haircare minis

gorgeous little trio packs containing
100ML PURE SHAMPOO AND CONDITIONER PLUS 50ML SACRED MASK

Pure shampoos, conditioners and treatments use modern, clean and green ingredients. We have developed and continue to develop safe, gentle and sustainable products, with Pure products using organic ingredients that are 100% certified. We strive to achieve the perfect balance of nature and science, substituting synthetic ingredients with natural plant-based alternatives.

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 SACRED MASK
PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE SACRED MASK

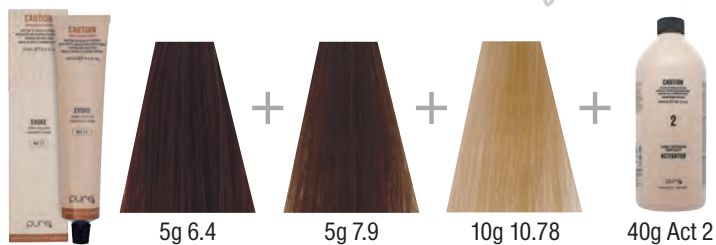


CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)

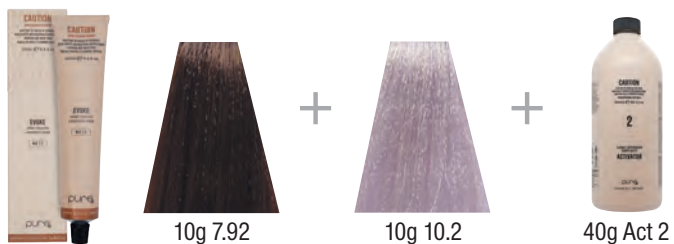


ORGANIC NETTLE ORGANIC GINGER ORGANIC ALOE VERA ORGANIC LAVENDER ORGANIC THYME ORGANIC ALTHEA ORGANIC GLYCERIN ORGANIC APRICOT ORGANIC HORSETAIL ORGANIC ROSEMARY

sandcastle →



← sandy
brunette



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  

get that beachy
hair look



Beach Texture Spray

**WEIGHTLESS VOLUME / TOUSLED FINISH
BEACHY LOOK FOR ALL HAIR TYPES**

- Creates messy undone styles adding volume and texture.
- Protects against UVA, UVB and UV damage from the sun.
- Texturising spray giving body and definition to all hair types.
- Smooth non-sticky finish.
- Medium control and low shine.



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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

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