

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 180 / DECEMBER 2022

Feels like  
Summer



CHRISTMAS IS JUST AROUND THE CORNER  
it's time to get your orders in for December and January.  
Please note our last working day is Friday 23 December  
and we will re-open on Tuesday 3 January 2023.



Pure haircare contains our exclusive  
Australian certified Pure organic complex,  
a blend of 100% organic extracts.

Our formulas use modern, clean and green ingredients.

We have developed and continue to develop,  
gentle and ecological products. We strive to achieve  
the perfect balance of nature and science.



pure  
ORGANIC CERTIFIED  
COMPLEX

Evidence shows organically grown plants  
are richer in nutrients.

Organic farmers use natural practices not chemicals.

Organic farming is better for the climate  
and boosts biodiversity.



Pure organic haircare is supporting  
Australian farmers.





beautiful Pure organic giftpacks  
in limited edition cotton cosmetic bags  
that can be reused all year long

# 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

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





# 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.



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ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY





perfectly petite stocking stuffers

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



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ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY

impossibly  
perfect golden →



20g 8.44

+



20g 8.01

+



10vol



← festival  
Flame



20g 6.66

+



20g Extreme Red

+



10vol

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  



leave in treatment  
to revitalise coloured  
dry delicate hair

pure  
ORGANIC CERTIFIED  
COMPLEX

FLOURISH  
LEAVE-IN TREATMENT  
INSTANT LIGHTWEIGHT NOURISHMENT  
REVITALISES COLOURED DRY DELICATE HAIR  
REVIVE • PROTECT • SHINE  
SULPHATE / GLUTEN FREE • VEGAN FRIENDLY  
200ml

# Pure Flourish

- 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'<sup>™</sup> (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.

Certified



Corporation



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