

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 181 / JANUARY 2023

*A new Year brings  
new opportunities*

Pure Haircare are offering exciting  
new education opportunities for  
learning and growth in 2023.







# Elevating the craftsmanship

## 2023 PURE EDUCATION

Pure Haircare are offering flexible education for 2023.

Join our education classes:

- On location – book into our satellite classes via the QR code, email [education@hairjamm.com](mailto:education@hairjamm.com) or speak with your agent or educator.
- In-salon workshops can be facilitated and customised to suit your salon teams specific needs. Costing, availability and details on application.
- Online.

Or maybe a combination of all options.

Learning with flexibility is the key and we have tailored our education to cater for all. We understand all options have advantages and disadvantages so you are able to choose what suits you.

### JOIN US ONLINE

Our social media and digital platforms share information, education, inspiration, competitions and more.

learning is a choice and education is a gift  
that nobody can take away from you...

# Pure Instant Tones deal



## FAST ACTING DEMI PERMANENT TONERS

- AMMONIA FREE + pH NEUTRAL
- 100% CERTIFIED ORGANIC COMPLEX
- PHYTONUTRIENTS (SHEA BUTTER + GLYCERIN)
- PPD FREE
- NO BASE BREAK
- VERSATILE, INTERMIXABLE TONING SYSTEM
- 100ML TUBE 1:2 MIX



## 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

## WITH PROTECTING BOND MULTIPLIER

- WITH 9 LEVELS OF FAST-ACTING LIFT, PURE EVOLVE PLEX LIGHTENING POWDER WITH BOND MULTIPLIER PROTECTS THE HAIR STRUCTURE AS IT LIGHTENS FOR THE ENTIRE DEVELOPMENT.
- PREMIXED MORE CONSISTENT RESULTS.
- A NO YELLOW, BLUE BLEACH SUITABLE FOR ALL HAIR TYPES.
- GRADUAL RELEASE OF OXYGEN, HAIR IS LIGHTENED UP TO 9 LEVELS.
- SAFE PROCESS.
- PURE EVOLVE PLEX IS A PROTECTING BOND MULTIPLIER SHIELDING AND REPAIRING THE INNER STRUCTURE OF THE HAIR.



# Pure Evolve Plex Lightening Powder



# Evolve Peach Bellini



7g 10.0

+



3g 8.43

+



10vol

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[purehairaustralia.com](http://purehairaustralia.com)

# Evolve Iced Espresso



8g 5.98

+



2g 5.22

+



10vol

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Corporation

# Benefit Corporation

**PURE HAIRCARE IS PROUD TO OPERATE AS A B CORPORATION -  
WORKING HARD TO BENEFIT PEOPLE AND PLANET.**

B CORPORATIONS ARE REQUIRED TO BE TOTALLY TRANSPARENT,  
PROVIDING AN INTIMATE INSIGHT INTO OPERATIONS IN 5 KEY AREA'S.

## GOVERNANCE

WHERE A CONSTITUTIONAL COMMITMENT IS MADE BY DIRECTORS,  
TO CONSIDER NOT ONLY SHAREHOLDERS, BUT ALL STAKEHOLDERS  
(CUSTOMERS, COMMUNITY, ENVIRONMENT AND WORKERS).

## CUSTOMERS

PROVIDING VALUE AND MUTUAL BENEFIT TO CUSTOMERS.

## ENVIRONMENT

CARING FOR OUR PLANET THROUGH SUSTAINABLE PRACTICES  
IN OPERATIONS AND PRODUCTS.

## COMMUNITY

INVESTING IN AND GIVING BACK TO THE LOCAL COMMUNITY.

## WORKERS

ENSURING MUTUAL BENEFIT FOR COMPANY AND WORKERS, CONSIDERING  
ASPECTS OF ECONOMIC, SOCIAL AND PERSONAL SATISFACTION.

For more information visit [www.bcorporation.net](http://www.bcorporation.net)

Head Office : Lot 3 / 457 Tufnell Road, P.O. Box 390, Banyo Queensland 4014 Phone. +61 7 3850 6200 Fax. +61 7 3850 6299 Email. [cs@hairjamm.com](mailto:cs@hairjamm.com)



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