

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

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sustainable haircare
caring for our people
and planet





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 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...

• NEW PRODUCT LAUNCH •

Guardian Angel

PROTECT YOUR HAIR AGAINST THE HEAT OF STRAIGHTENERS, TONGS, WANDS AND HAIRDRYERS WITH PURE GUARDIAN ANGEL.

This thermal protectant creates a smooth barrier on the hair, defending against heat damage and creating a soft, shinier finish. Pure Guardian Angel also will nourish your hair by adding moisture creating the perfect finish on your heat styled looks!

FEATURES AND BENEFITS:

- Innovative bond technology that protects, repairs and strengthens hair.
- Nutritive cocktail providing thermal activated hair protection. Energises and boost cell metabolism and smooths hair scales.
- Lightweight thermal protection mist that protects the hair fibre against heat styling tools.
- Dry invisible formulation provides a smooth barrier between hair and hot styling tools.
- UV protectant and humidity resistant.
- Smooths and shines.
- Light control / natural shine



pure
ORGANIC CERTIFIED
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

• PURE HEAT PROTECTION COMPARISONS •

*Lightweight conditioning
thermal protection mist*

GUARDIAN ANGEL CONDITIONING AND REPAIRING SPRAY WITH HEAT PROTECTION

- Innovative bond technology that protects, repairs and strengthens hair.
- Nutritive cocktail providing thermal activated hair protection. Energises and boost cell metabolism and smooths hair scales.
- Lightweight thermal protection mist that protects the hair fibre against heat styling tools.
- Dry invisible formulation provides a smooth barrier between hair and hot styling tools.
- UV protectant and humidity resistant.
- Smooths and shines.
- Exclusive Australian certified Pure organic complex.

light control / natural shine



*Rapid blow dry tonic
with styling polymers*

STYLING PRIMER ANTI-HUMIDITY HEAT PROTECTION EXTENDS STYLE RETENTION

- Rapid blow dry tonic to extend style life.
- Styling polymers providing shine, frizz control and humidity resistance.
- Protects against UVA, UVB and UV damage from the sun.
- Blow dry styling primer cuts blow dry time leaving hair perfectly primed for styling.
- UV protectant
- Exclusive Australian certified Pure organic complex.

light-medium control / high shine



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ORGANIC NETTLE



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ORGANIC LAVENDER



ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY

cranberry
crush



10g 10.12

+

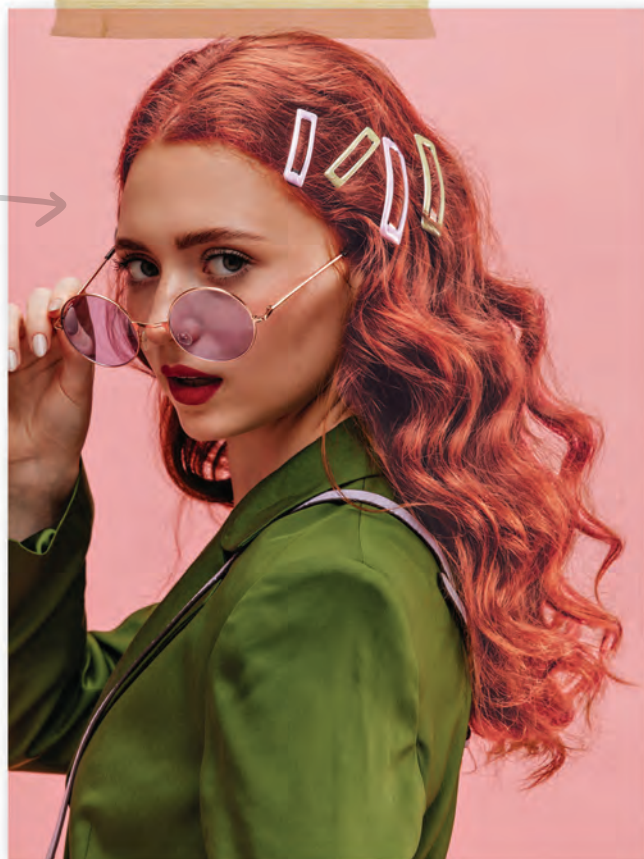


2g 7.66

+



10vol



← pink
cloud



1/2 Platinum Silver

+



1/2 Champagne Pink

+



Activator 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

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Adding Pure Crème Paste Lightener to our professional lightening family ensures all results can be achieved.

- Formulated with nourishing Illipe Butter for protection and hydration.
- Illipe Butter also reinforces skins natural protective barrier and promotes elasticity in the hair and scalp.
- Contains Kaolin Clay to ensure creamy smooth consistency for precise and effective application.
- Fragrance free to ensure less irritation.
- Contains Cotton Seed Extract for gentle lightening of the regrowth area.
- High in essential fatty acids to reduce inflammation and irritation.
- Vitamin E to help skin regeneration, moisture content and reduces oxidative stress on hair and scalp.

**SEE YOUR SALES AGENT OR PURE TECHNICAL EDUCATOR
FOR MORE INFORMATION**



*green peace
of mind*

CHOOSE REUSABLE OVER SINGLE USE

OUR NEW PURE COTTON TOTE BAG
IS THE PERFECT SIZE TO ROLL UP
AND KEEP IN YOUR HANDBAG OR CAR
SO YOU'LL ALWAYS HAVE A GORGEOUS
REUSABLE BAG ON HAND WHEN
YOU NEED ONE.

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