

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

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celebrating B Corp month

WE ARE PROUD TO BE A CERTIFIED B CORPORATION®

B Corps™ are for-profit companies that use the power of business to build a more inclusive and sustainable economy.

They meet the highest standards of social and environmental performance, transparency and accountability.



Evolve Polished Russet



10g 6.44

+



10g 7.46

+



5g Extreme Copper

+



37.5g 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  



Haircare never felt so good – meet Certified B Corporation Hairjamm

Developed by hairdressers for hairdressers and preferred by salon artists with style-conscious clients, [Hairjamm](#) is a family-owned and operated company that has been making a positive impact on the haircare industry since April 2000.

From being the first haircare company in Australia to achieve a carbon neutral status in 2018 to utilising environmentally sustainable materials to creating a more circular supply chain wherever possible, this Brisbane-based company is setting the bar high.

Their commitment to minimising the impact of haircare on the environment led Hairjamm to achieve B Corp Certification in August 2021. Since then, the team at Hairjamm has continued to make great strides, and we sat down with them to learn more about the steps they're taking to make a positive impact in the haircare industry.



It's great to have a haircare B Corp in the community. Can you tell us a bit about what Hairjamm does?

We're a proudly Australian-made and owned haircare company, and we distribute our own brands — Pure, Juuce and Fix — which are salon-exclusive and sold to thousands of salons throughout Australia and abroad. We're also the exclusive Australian distributor of Italian haircare brand and Certified B Corporation, Davines. Our focus is on supplying quality hair products and services to salon professionals.

Why did you want to certify as a B Corp?

At Hairjamm, we have always had a strong focus on products inspired by nature. We're fortunate to be surrounded by inspiration in Australia, from the bush to the beach. We started with products that were formulated to be good for the body, using natural ingredients like the Australian botanical blend in Juuce, and certified organic complex in Pure. Then, inspired by modern problems in nature, like the devastation of native bees in Australia, we started to focus on our environmental story.

Our Pure Haircare brand has an ongoing *Save the Bees* campaign that has distributed enough 'seed bombs' to plant over 700,000 native flowers since 2017. Additionally, we've been carbon neutral since 2018 and have used land waste plastic (LWP) to make our bottles since 2019. With these efforts, our environmental story had really taken shape.

We wanted to do even more and better, so we looked to B Corp Certification as the most legitimate, recognised environmental and social assessment available.

READ MORE ABOUT OUR B CORP JOURNEY ON THE B CORPORATION WEBSITE
<https://bcorporation.com.au/blog/meet-b-corp-hairjamm/>

Sacred Mask Deal

INTENSE RESTORATIVE HYDRATION TREATMENT FOR AUTUMN HAIRCARE

WHEN THE MOISTURE LEVEL IN THE AIR STARTS TO DROP, YOUR HAIR TENDS TO BECOME DRY AND BRITTLE, IT PICKS UP ELECTRICAL CHARGE FROM THE DRY AIR CAUSING IT TO STAND UP AND WE OFTEN FIND THAT OUR SCALP IS MORE LIKELY TO BECOME DRY AND ITCHY. INCLUDING A HAIR MASK INTO YOUR WEEKLY HAIR ROUTINE, PARTICULARLY WITH THE ADDITION OF OILS LIKE ARGAN AND MARULA OIL AND ENRICHING SHEA BUTTER WHICH ADD NUTRIENTS TO THE HAIR WILL ASSIST IN RESTORING A HEALTHY MOISTURE BALANCE TO HAIR AND SCALP. ORGANIC MOISTURISING AND CALMING EXTRACTS ARE SOOTHING AND GENTLE.

SACRED MASK SATURATES HAIR WITH INTENSIVE MOISTURE AND SEALS IT IN. IT SOFTENS AND DEEPLY CONDITIONS LEAVING SMOOTH, SILKY AND HEALTHIER HAIR.



- ORGANIC SHEA BUTTER, ARGAN OIL AND MARULA OIL RESTORE MOISTURE LOSS CAUSED BY NATURAL ELEMENTS, REGULAR CHEMICAL TREATMENTS OR FREQUENT HEAT STYLING.
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REJUVENATE AND RESTORE HEALTHY MOISTURE BALANCE TO HAIR AND SCALP.
- SATURATES HAIR WITH INTENSIVE MOISTURE AND SEALS IT IN, SOFTENS AND DEEPLY CONDITIONS.

intense restorative hydration 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

Evolve Powdery Peach



10g 8.43

+



10g 9.78

+



30g 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  

sandalwood brunette



¾ BEIGE

¼ RICH CHOCOLATE

PURE COLOUR OPTIMISING TREATMENT RECIPE



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.



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