

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 186 / JUNE 2023

✿ Sustainable haircare  
caring for our  
people and planet.

✿ B Corp certified since 2021

✿ Proudly Australian  
made and owned.

✿ We have rescued over  
31.5 tonnes of plastic  
from reaching  
Australian landfill.

✿ Our carbon footprint  
is zero, we are the first  
carbon neutral Australian  
haircare company.

✿ We have planted 2.2million  
bee friendly plants.

✿ 100% certified  
organic extracts.



SINCE 2019



SINCE 2021



SINCE 2018



SINCE 2000





## Instant Tones 5 minute toners

PPD & AMMONIA FREE FAST ACTING  
DEMI PERMANENT COLOUR

- 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

Instant Tones Crème is the perfect blonde addition for toning. It will create soft vanilla tones to lightened hair on a 9 level or lighter. Perfect for achieving soft tones and mixing with our other instant Tones for endless creative options.

Trending Blonde shades can be achieved with the formulas opposite using the new shade Crème.

**BUY 1 PURE PLEX AND  
1 ACTIVATOR 0 AT LIST PRICE  
RECEIVE 1 INSTANT TONE CRÈME  
+ 5 ADDITIONAL INSTANT TONE SHADES  
OF YOUR CHOICE + NEW COLOUR CHART  
NO CHARGE**



### 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

Trending blonde shades using new colour Crème

## Champagne Blonde

THE SOFTEST BLUSH OF ROSE



1/2 CRÈME

+



1/2 ROSE GOLD



## Buttercream Blonde

SUBDUED HUES OF WARMTH



1/2 CRÈME

+



1/4 BEIGE

+



1/4 CLEAR



## Frosted Blonde

BRIGHT AND LIGHT FROSTY TONES



1/2 CRÈME

+



1/2 PEARL





# Evolve Rusted Crimson



30g 4.5

+



10g 6.66

+



60g 10vol

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ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

pure  
ORGANIC CERTIFIED  
COMPLEX

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







# 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'™ (CERTIFIED 100% ORGANIC EXTRACTS).
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REVIVE, PROTECT AND SHINE.

**BUY 6 FLOURISH TREATMENTS  
RECEIVE 1 FLOURISH TESTER  
NO CHARGE**

rrp \$34.95

## Perfect bed partner...

### Pure satin soft pillowcase deal

**BUY 6 SHAMPOOS + 6 CONDITIONERS AT LIST PRICE  
GET 6 SATIN SOFT PILLOWCASES NO CHARGE**

VALUE  
**\$29.95**



### BENEFITS:

- ANTI-FRIZZ.
- ANTI-BREAKAGE.
- ANTI-AGEING.
- BEAUTIFUL SILKY SMOOTH PILLOWCASE REDUCES FRICTION WHILE YOU SLEEP.
- HELPS TO MAINTAIN YOUR HAIR'S MOISTURE, MEANING LESS FRIZZ AND LESS BREAKAGE.
- PREVENTS TANGLES, BREAKAGE, WRINKLES AND CREASES.
- NOT ONLY GENTLE ON YOUR HAIR, BUT ALSO YOUR SKIN, LASHES AND BROWS.



## ULTRA SOFT HYDRATION THERAPY FOR WINTER HAIRCARE

WHEN THE MOISTURE LEVEL IN THE AIR DROPS, 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. CHOOSING A SHAMPOO AND CONDITIONER WITH EXTRA HYDRATION DURING THE COOLER MONTHS, 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.

GODDESS 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.
- INFUSE STRANDS WITH ESSENTIAL HYDRATION AND MOISTURE DELIVERING SERIOUSLY SILKY, SOFT RESULTS.

rrp \$36.95 (each 300ml)

*Winter hydration with Goddess*

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 Plumberry



## REGROWTH



10g 4.6

+



10g 4.22

+



30g 10vol

## MID-LENGTHS TO ENDS



30g 6.22

+



10g Extreme Magenta

+



60g 10vol

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PURE COLOUR OPTIMISING TREATMENT RECIPE

# Satin Soft



1/2 BEIGE

1/2 DUSKY ROSE



## Our carbon footprint is zero

We are the first carbon neutral  
Australian haircare company.

To date we have planted over 30,000  
native trees through our Yarra Yarra  
biodiversity project in Western Australia.

NEW HEAD OFFICE HOURS ARE MONDAY TO FRIDAY 8AM - 4PM (AEST) / SATURDAY & SUNDAY CLOSED / ORDERS: 07 3850 6200 / PAYMENTS: 07 3850 6233

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