

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 188 / AUGUST 2023

Zero carbon footprint

We have embraced our responsibility for change becoming the first haircare company in Australia to achieve a zero carbon footprint. Independently audited for our greenhouse emissions Pure Haircare is certified Carbon Neutral. Our investment in Western Australia's Yarra Yarra biodiversity project means we have planted over 30,000 native trees.



SINCE 2019



SINCE 2021



SINCE 2018



SINCE 2000

Pure Colour

ELEVATING YOUR SALON EXPERIENCE WITH ORGANIC SCIENCE IN COLOUR

In the competitive realm of haircare, finding a brand that offers exceptional quality, stunning colour, and a commitment to clean formulations can be a game-changer for any salon. Pure Haircare goes above and beyond the conventional; it is a transformative experience that will elevate your salon and captivate your clients. Let's delve into what Pure Haircare truly means, and explain our tagline, "Organic Science in Colour," and why it sets us apart from the rest.

ORGANIC SCIENCE IN COLOUR

"Organic Science in Colour" is not just a tagline; it represents the essence of what Pure Haircare stands for. We blend the best of nature and advanced scientific techniques to create colour formulations that surpass expectations. Our organic science approach ensures that you can provide your clients with extraordinary colour results while embracing the purity and benefits of natural ingredients.

NOURISHING SHEA BUTTER

Pure Haircare with nourishing shea butter, renowned for its moisturising and conditioning properties. Shea butter helps to combat dryness, enhance hair's natural luster, and leave it feeling soft, manageable, and healthy. With Pure Haircare, you can provide stunning colour transformations while enriching the hair's vitality.

VIBRANT, LONG-LASTING RESULTS

Pure Haircare's commitment to quality means that our luxurious colours are not only captivating but also long-lasting. Our advanced formulations deliver vibrant shades that resist fading, giving your clients confidence in their new look for weeks to come. With Pure Haircare, the brilliance and richness of your clients' hair will shine through with every application.

SUPPORTING SUSTAINABLE CHOICES

We understand the importance of sustainability in today's world. Pure Haircare is dedicated to supporting ethical and environmentally conscious choices. From responsibly sourced ingredients to eco-friendly packaging, we strive to minimise our impact on the planet. We are certified as a B Corp, which means we meet high standards for social and ethical responsibility. Hairjamm is a carbon neutral business that goes above and beyond to reduce its environmental impact and promote sustainability. By choosing Pure Haircare, you align your salon with a brand that shares your commitment to a cleaner and greener future.

EDUCATION AND SUPPORT

As your partner, Pure Haircare is committed to ensuring your success. We provide extensive educational resources and ongoing support to help you hone your skills and stay ahead of industry trends. Our comprehensive training programs empower you with the expertise to deliver stunning colour transformations and the confidence to exceed your clients' expectations.

Pure Haircare is more than just a hair colour brand; it is a beacon of excellence, clean formulations, and the fusion of organic science. With our commitment to exceptionally clean formulations, vibrant long-lasting results, sustainability, and our tagline "Organic Science in Colour," Pure Haircare offers a complete package that will elevate your salon to new heights.

Discover the transformative power of Pure Haircare and bring our exquisite colours, coupled with the purity of organic science, to your salon. Embrace a new era of salon excellence with Pure Haircare.



CREATIVITY IS A DANCE
OF THE MIND, THE HANDS
AND THE HEART.

Artisan Creative Colour Cream

PPD & AMMONIA FREE DEMI PERMANENT
ARTISTIC COLOURING SYSTEM

- AMMONIA FREE + PH NEUTRAL
- PPD FREE
- 100% CERTIFIED ORGANIC COMPLEX
- PHYTONUTRIENTS (SHEA BUTTER + GLYCERIN)
- DESIGNED TO BE USED ON PRE-LIGHTENED HAIR
- PASTELISE WITH CLEAR
- MICRO PIGMENT MOLECULES FOR INTENSE VIBRANT COLOUR
- INTERMIXABLE
- 100ML TUBE 1:1 MIX

Artisan demi permanent colour creams are created for the artist within us all. Infused with certified organic complex and shea butter. The unique Artisan colour creams create bold to subdued reflects with endless customisable creative results. Artisan colour creams have long lasting colour performance and conditioning benefits.

**BUY : 6 X ASSORTED PURE ARTISAN SHADES AT NORMAL DISCOUNT
RECEIVE : 1 X PURE CRÈME PASTE LIGHTENER AT NO CHARGE**

ASK YOUR AGENT
ABOUT YOUR COPY OF
OUR INSPIRATIONAL
ARTISAN CREATIVE
COLOUR BOOK



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

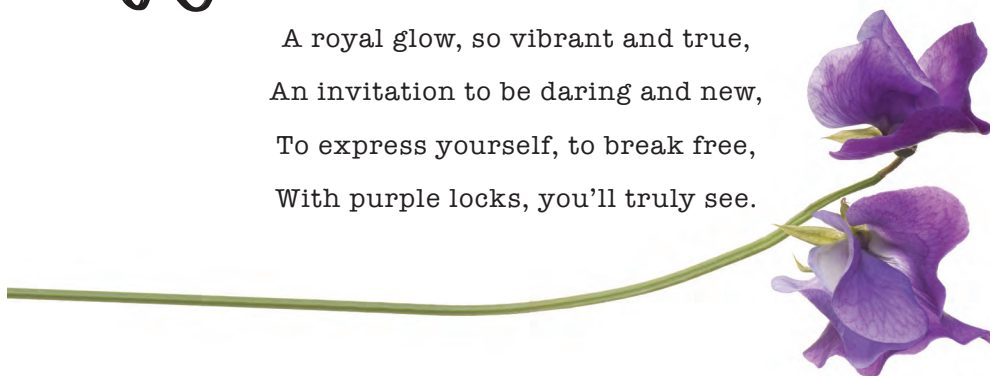


NATURAL GLYCERIN



Winter Sweetpea

A royal glow, so vibrant and true,
An invitation to be daring and new,
To express yourself, to break free,
With purple locks, you'll truly see.



pure
ORGANIC CERTIFIED
COMPLEX

purehairaustralia.com  

Winter Sweetpea 3 ways

PURE OPTIMISING COLOUR TREATMENT FORMULA



9/10 Violet Blue

1/10 Mulberry Orchid

MIX PURE OPTIMISING COLOUR TREATMENT VIOLET BLUE WITH A VERY VERY SMALL AMOUNT OF PURE OPTIMISING COLOUR TREATMENT MULBERRY ORCHID TO KEEP YOUR BLONDE TONED AND VELVETY.



INFUSED WITH NOURISHING MACADAMIA OIL



PURE ARTISAN FORMULA



10g Iris Purple

+



3g Iced Lavender

+



Act2

(FORMULATED FOR PRELIGHTENED LEVEL 8 AND LIGHTER. PRE-TONING IS OFTEN NECESSARY)

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 EVOLVE FORMULA



10g 6.22

+



3g Purple Extreme

+



10vol

(FORMULATED FOR LEVELS 5-7)

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



STYLING CREAM MEDIUM HOLD / NATURAL SHINE PLIABLE CREAM TO CREATE SHAPE

A versatile spreadable styling cream
for medium hold and natural shine.

GODDESS SHAMPOO / CONDITIONER ULTRA SOFT HYDRATION THERAPY

Enriched with selective treatment oils
to rejuvenate and restore healthy
moisture balance to hair and scalp.

WALNUT SCRUB HAIR AND SCALP PRE-WASH TREATMENT

Skincare for the scalp to promote
healthy hair growth, remove product build up,
leaving scalp fresh and clean.

All Pure Haircare contains our exclusive
'pure organic complex'™
(certified 100% organic extracts).

We are reusing 100% Australian land waste plastic
to make our bottles. We are committed to reducing
Australian landfill.

We are proud to be a certified B Corporation.
Sustainable haircare caring for our
people and planet.



**ASK YOUR AGENT ABOUT
YOUR COPY OF OUR PURE
WINNERS STRUT CARD**

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 Eco Brush

wet & dry detangler

MADE WITH LAND WASTE PLASTIC



- 🌿 Wet and dry detangler.
- 🌿 Gentle on hair and the environment.
- 🌿 Minimise breakage.
- 🌿 Untangle hair quickly.
- 🌿 Suitable for fine and fragile hair.
- 🌿 Use on wet or dry hair.
- 🌿 Ultra soft flexible bristles.
- 🌿 Ergonomic handle.
- 🌿 Curved to contour to your head and scalp.

VALUE
\$25.95

**BUY : 18 ASSORTED PURE SHAMPOOS
AND CONDITIONERS AT LIST PRICE
RECEIVE : 9 PURE ECO BRUSHES NO CHARGE**



**ASK YOUR AGENT ABOUT YOUR COPY OF OUR PURE ECO BRUSH
DOUBLE SIDED DISPLAY CARD WITH TIMBER STAND**

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'™ (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.

rrp \$33.95



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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