

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 190 / OCTOBER 2023

## Sustainable haircare

Many brands give misleading information about their environmental impact, often to appeal to customers. While we can't stop greenwashing, we can use the B Corp logo and certification as a way to show we have committed to transparency, accountability, and making real progress.



SINCE 2019



SINCE 2021



SINCE 2018



SINCE 2000

# Pure haircare gift packs

**LIMITED EDITION REUSABLE COTTON COSMETIC BAG CONTAINS:  
300ML PURE SHAMPOO AND CONDITIONER PLUS 250G MASK OR 150ML TREATMENT**

**AVAILABLE IN:**

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK  
PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK  
PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE SACRED MASK  
PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE SACRED MASK  
PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE SACRED MASK  
PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE MIRACLE RENEW MASK  
PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT

TO DATE WE  
HAVE RESCUED OVER  
33 TONNES OF PLASTIC  
FROM REACHING  
AUSTRALIAN  
LANDFILL

rrp \$76.95 / value \$113.85 / save \$36.90



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 haircare travel hits

## LIMITED EDITION PURE PRECIOUS ENDS TRAVEL PACKS CONTAIN:

100ML PURE SHAMPOO AND CONDITIONER PLUS 50ML PURE PRECIOUS ENDS LEAVE IN TREATMENT

### AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS  
PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS

OUR CARBON  
FOOTPRINT IS ZERO  
TO DATE WE HAVE  
PLANTED OVER 30,000  
NATIVE TREES IN  
OUR BIODIVERSITY  
PROJECT

rrp \$29.95 / value \$45.85 / save \$15.90



## PRECIOUS ENDS LEAVE IN TREATMENT

### SEAL . MOISTURISE . SMOOTH . D-FRIZZ

Unique organic Goji Berry Oil, Amino Acids, powerful antioxidants and beta-carotene restore and protect against colour fade and repair damage caused by heat, sun and chemical treatments.

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

# Cowboy Copper



## PURE LUMINATES (FORMULATED FOR LEVEL 6 AND LIGHTER )



30g 8.44

+



10g 4.1

+



40g Act1

## PURE EVOLVE (FORMULATED FOR LEVEL 5 - 7 )



20g 6.92

+



20g 6.44

+



60g 10vol

## PURE EVOLVE (FORMULATED FOR LEVEL 7 AND LIGHTER )



20g 7.44

+



20g 7.11

+



60g 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



# Festival Pink



## PURE LUMINATES (FORMULATED FOR LEVEL 7 AND LIGHTER )



20g 9.25

+



20g 7.5

+



40g Act1

## INSTANT TONES (FORMULATED FOR LEVEL 8 AND LIGHTER )



6g Rose Gold

+



2g Violet

+



2g Crème

+



20g Act10

## PURE EVOLVE (FORMULATED FOR LEVEL 4 - 6 )



20g 4.5

+



20g 5.62

+



60g 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

# LUMiNATES

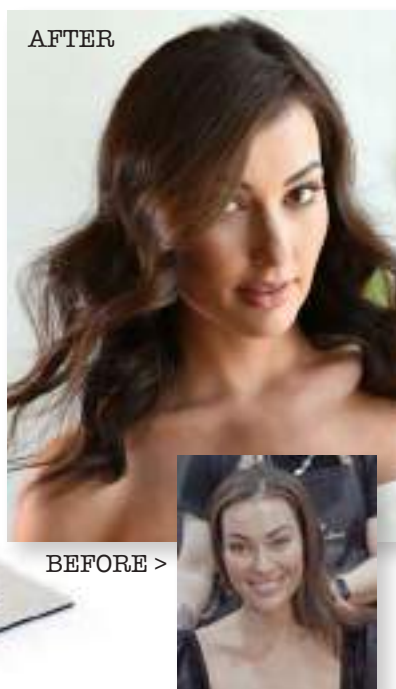
*Let your light shine*

- ★ 25 colour shades
- ★ Vegan colour gloss
- ★ Long lasting Demi Permanent
- ★ Certified Organic Complex
- ★ Luxurious Shine
- ★ Ammonia Free
- ★ Increase Salon Services



MIXATION RATIO 1:1

Step into a world of elegance with Pure Colour's luminous shades. Our refined hues gently enchant, adding subtle glow and lasting allure. Free from nasties, infused with an organic complex, nurture and elevate your creations. Unleash artistry, captivate with understated luminosity.



PLEASE SEE YOUR PURE SALES AGENT FOR OPENING DEAL

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX





leave in treatment  
to revitalise coloured  
dry delicate hair



# 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

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)



Like us on facebook and stay up-to-date with everything Pure  
[www.facebook.com/purehaircareaustralia](http://www.facebook.com/purehaircareaustralia)



[pure\\_haircare](https://www.instagram.com/pure_haircare) / [purehairaustralia.com](http://purehairaustralia.com)