AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 192 / DECEMBER 2023–JANUARY 2024

Celebrating Summer

CHRISTMAS IS JUST AROUND THE CORNER

it's time to get your orders in for December and January.
Please note our last working day is Friday 22 December
and we will re-open on Tuesday 2 January 2024.

pure
ORGANIC CERTIFIED
COMPLEX

- ❁ BIO-COLOURING SYSTEM
- ❁ CONTAINS 100% CERTIFIED ORGANIC COMPLEX
- ❁ SHEA BUTTER BASE FOR HYDRATION AND SHINE
- ❁ LOW TOX COLOURING FOR HEALTHY HAIR AND SCALP
- ❁ ANTI FADE COLOUR LONGEVITY

pure.
ORGANIC CERTIFIED COMPLEX
organic science in colour

purehairaustralia.com **f** purecoloureducation **⟨○⟩** pure.education

PURE EVOLVE PLEX
LIGHTENING POWDER DEAL
WITH PROTECTING BOND MULTIPLIER

- WITH 9 LEVELS OF FAST-ACTING LIFT, PURE EVOLVE PLEX LIGHTENING POWDER WITH BOND MULTIPLIER PROTECTS THE HAIR STRUCTURE AS IT LIGHTENS FOR THE ENTIRE DEVELOPMENT.

- PREMIXED MORE CONSISTENT RESULTS.

- A NO YELLOW, BLUE BLEACH SUITABLE FOR ALL HAIR TYPES.

- GRADUAL RELEASE OF OXYGEN, HAIR IS LIGHTENED UP TO 9 LEVELS.

- SAFE PROCESS.

- PURE EVOLVE PLEX IS A PROTECTING BOND MULTIPLIER SHIELDING AND REPAIRING THE INNER STRUCTURE OF THE HAIR.

BUY:
4 x PURE EVOLVE PLEX LIGHTENING POWDER AT YOUR DISCOUNT

RECEIVE:
1 x CAPE AND 1 x APRON NO CHARGE

LUMINATES
AMMONIA FREE
DEMI COLOUR GLOSS
1:1 MIX RATIO

ARTISAN
AMMONIA FREE
DEMI COLOUR CREATIVE COLOUR CREAM
1:1 MIX RATIO

EVOKE
AMMONIA FREE
DEMI PERMANENT COLOUR
1:2 MIX RATIO

EVOLVE
LOW AMMONIA
PERMANENT COLOUR
1:1.5 MIX RATIO

INSTANT TONES
AMMONIA FREE
FAST ACTING DEMI 5 MINUTE TONER
1:2 MIX RATIO

EXTREME
LIFT AND DEPOSIT COLOUR
1:1.5 MIX RATIO

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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COMPLEX

purehairaustralia.com

True Navy formulas

PURE EVOLVE FORMULA 1
(FORMULATED FOR LEVEL 5 AND DARKER)

10g 3.0 + 1g 1.1 + 16g 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 EVOLVE FORMULA 2
(FORMULATED FOR LEVEL 5 AND DARKER)

10g 4.22 + 2g 1.1 + 1g Blue Mixtone + 18g 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 ARTISAN FORMULA
(FORMULATED FOR PRELIGHTENED LEVEL 8. PRE-TONING MAY BE NECESSARY)

1/2 Peacock Blue + 1/2 Iced Lavender + Act2

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ARGAN OIL | NETTLE EXTRACT | ALOE VERA EXTRACT | THYME EXTRACT | ALTHEA EXTRACT | HORSETAIL EXTRACT | ROSEMARY EXTRACT | ORGANIC GREEN TEA | NATURAL SHEA BUTTER | NATURAL GLYCERIN

Pure haircare travel kits

GREAT HOLIDAY HAIRCARE GIFT IDEA

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

LIMITED VARIANTS AVAILABLE DECEMBER ONLY

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.

Certified B Corporation

carbon neutral

we are reusing 100% Australian
l.w.p
land waste plastic to make our bottles

AUSTRALIAN MADE AND OWNED

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 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 BOND REPAIR TREATMENT

LIMITED VARIANTS AVAILABLE DECEMBER ONLY

rrp $76.95 / value $113.85 / save $36.90

OUR PURE HAIRCARE BOTTLES ARE MADE FROM RECYCLED
100% AUSTRALIAN LAND WASTE PLASTIC.
TO DATE WE HAVE RESCUED OVER 34 TONNES OF PLASTIC
FROM REACHING AUSTRALIAN LANDFILL.

Certified B Corporation

carbon neutral

we are reusing 100% Australian
l.w.p
land waste plastic to make our bottles

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Pure t-shirts

START THE NEW YEAR IN ONE OF OUR BEAUTIFUL
LIMITED EDITION T-SHIRTS.
AVAILABLE NOW IN VARIOUS SIZES.

$19.95

2024 PURE EDUCATION

Pure Haircare are offering flexible
education for 2024.

Join our education classes:

- For further information regarding our workshops or to
  speak with a team member who can guide you for what's
  most suitable for you or your salon, reach out to us at
  education@hairjamm.com and we will put you in touch
  with our local team member.

- On location – book our satellite classes via the QR code,
  or go to Eventbrite.com.au.

- In-salon workshops can be facilitated and customised to
  suit your salon teams specific needs. Investment starts
  from $550 per salon. Enquire with your local educator
  or email education@hairjamm.com for
  availability and costing.

- 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.

20 24 colour.craft

ELEVATING THE CRAFTSMANSHIP

Scan the QR code to book into our satellite classes

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

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