

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 191 / NOVEMBER 2023



## *Saving the native bees of Australia*

Since 2016 our Bee Pure initiative  
has been protecting our pollinators...  
if bees go, we go too!

pure  
ORGANIC CERTIFIED  
COMPLEX 

*if bees go, we go too!*

Since 2016, Bee Pure by Hairjamm have been working to save the native bees of Australia by planting the flowers loved by bees.

Each sachet contains blue and white mix tones of Swan River Daisy (*Brachyscome Iberidifolia*) seeds to increase the natural habitat and food source for our native bees.

To date we have distributed over 2.2 million bee friendly seeds through our initiative.

HELPING AUSTRALIAN BEES IS ESSENTIAL TO OUR CONTINUED SURVIVAL, HEALTH AND WELLBEING. NATIVE BEES ARE INVALUABLE BECAUSE OF THE ECOSYSTEM SERVICE THEY PROVIDE TO THE ENVIRONMENT, BY POLLINATING OUR FARMS, FORESTS AND GARDENS.

LET'S BEE PROACTIVE:

- PLANT A BEE FRIENDLY GARDEN.
- SELECT PLANTS THAT FLOWER RIGHT THROUGH THE YEAR.
- AVOID USING PESTICIDES.
- PROVIDE ACCESS TO WATER.
- GIVE NATIVE BEES SOMEWHERE TO LIVE.

TOGETHER WE CAN MAKE A CHANGE AND BEE PURE!



# 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

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.**



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

# 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.



10.23



10.34



9.32



8.44



7.39



8.32



7.64



6.9



6.66



8.72



10.1



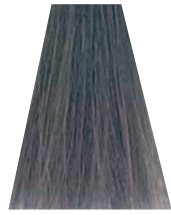
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9.215



9.0



9.12



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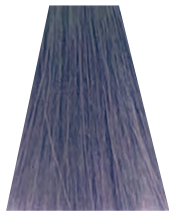
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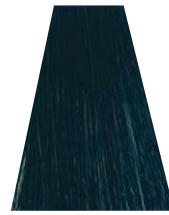
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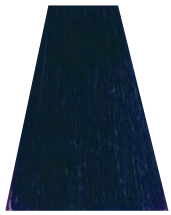
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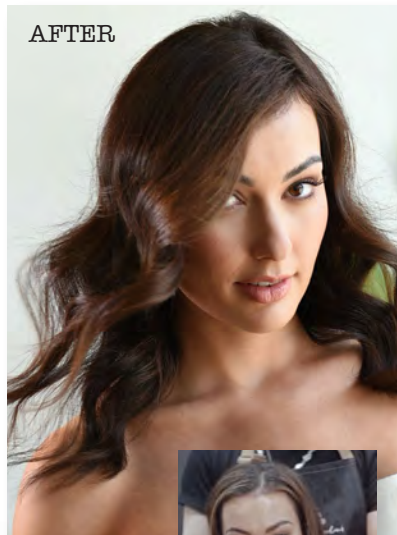
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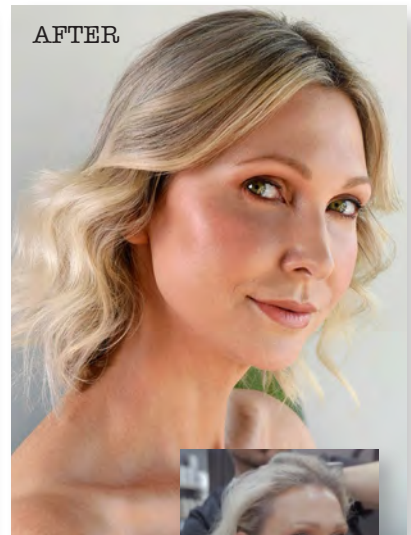


CLEAR



AFTER

BEFORE >



AFTER

BEFORE >

PLEASE SEE YOUR PURE SALES AGENT FOR OPENING DEAL

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 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.



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ORGANIC NETTLE    ORGANIC GINGER    ORGANIC ALOE VERA    ORGANIC LAVENDER    ORGANIC THYME    ORGANIC ALTHEA    ORGANIC GLYCERIN    ORGANIC APRICOT    ORGANIC HORSETAIL    ORGANIC ROSEMARY

# Sizzling Summer Blondes

FROM BEACHY WAVES TO FUN UPDOS SUMMER HAIR TRENDS YOU WILL LOVE



beachy waves



## BEACH TEXTURE SPRAY WEIGHTLESS VOLUME / TOUSLED FINISH / BEACHY LOOK FOR ALL HAIR TYPES

- Creates messy undone styles adding volume and texture.
- Protects against UVA, UVB and UV damage from the sun.
- Texturising spray giving body and definition to all hair types.
- Smooth non-sticky finish.

medium control / low shine



fun updos



## HALO SPRAY LIGHTWEIGHT TEXTURE PERFECT HOT TOOL STYLER TOUCHABLE SATIN FINISH

- Body building volume and texture that can be layered, styled and reworked to perfection.
- Invisible lightweight finishing / working spray for fine-medium hair types.
- Quick drying, non-greasy formula can be easily removed without leaving a residue.
- Perfect for styling hair with hot tools.
- Thermal defence protects against chemical treatments and heat styling.

medium control / low shine

luscious curls



## SENSUAL CURLS CURL RELAXING CREAM SOFT LUSCIOUS CURL CONTROL

- Delivers lasting curl perfection, turning frizz into soft smooth curls.
- Protects against frizz caused by humidity, sun, thermal styling and chemical treatments.
- Moisturises, shines and seals.
- Controlled luscious curl control.

medium control / medium shine



toned blondes



## FOREVER BLONDE SHAMPOO AND CONDITIONER

- Organic Melon Oil, Shea Butter and Argan Oil rejuvenate dull, yellow looking blondes caused by natural elements, swimming, UV, chemical treatments or frequent heat styling.
- Enriched with selective treatment oils to provide softer, smoother, silkier feeling hair.
- Blue Cypress blue/violet pigments are deposited on the hair shaft eliminating yellow tones.



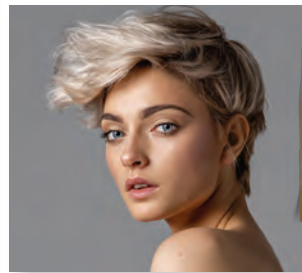
healthy blondes



## FLOURISH LEAVE IN TREATMENT

- 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.

# Latte Art



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



8g 8.72

+



2g 6.9

+



Act1

## INSTANT TONES (FORMULATED FOR LEVEL 7 - 8 )



1/2 Crème

+



1/2 Beige

+



Act0

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



7g 7.9

+



3g 9.92

+



Act1

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





# juuce

ISSUE 191 / NOVEMBER 2023

## WE LOVE BEES

SINCE 2016 OUR BEE PURE INITIATIVE  
HAS BEEN PROTECTING OUR POLLINATORS  
...IF BEES GO, WE GO TOO!

**juuce**  
for thirsty hair

*if bees go we go too!*



Since 2016, Bee Pure by Hairjamm have been working to save the native bees of Australia by planting the flowers loved by bees. Each sachet contains blue and white mix tones of Swan River Daisy (*Brachyscome Iberidifolia*) seeds to increase the natural habitat and food source for our native bees.

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- SELECT PLANTS THAT FLOWER RIGHT THROUGH THE YEAR.
- AVOID USING PESTICIDES.
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- GIVE NATIVE BEES SOMEWHERE TO LIVE.

TOGETHER WE CAN MAKE A CHANGE AND BEE PURE!



# JUUCE TRIO PACKS

EACH PACK CONTAINS JUUCE SHAMPOO AND CONDITIONER PLUS JUUCE 20 IN ONE MIRACLE LEAVE IN TREATMENT

AVAILABLE IN EIGHT VARIANTS:

FULL VOLUME / SOFTLY NOURISH / RADIANT COLOUR / MIRACLE SMOOTH  
HYALURONIC HYDRATE / BOND BLONDE / BOND REPAIR / SILVER BLONDE



rrp from \$54.95

VALUED FROM \$83.85

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

# SUMMER IS COMING!

SUMMER IS APPROACHING AND IT'S OUR PROFESSIONAL OBLIGATION TO START TALKING ABOUT HOW TO BEST CARE FOR OUR CLIENT'S HAIR.

HOPEFULLY THESE TIPS OF MINE, THAT I SHARE WITH MY CLIENTS EACH YEAR, HELP YOU TO GET YOUR JUUCE GOING (NO PUN INTENDED).

So intense heat, UV rays, humidity, and frequent dips in chlorinated pools or salty ocean waters can leave your client's locks looking lackluster and damaged.

## HERE ARE MY TOP TIPS :

### 1. HYDRATION IS KEY

Just like your body, your hair needs hydration.

Drink plenty of water to keep your hair and scalp hydrated from the inside out.

### 2. SUN PROTECTION

Shield your hair from harmful UV rays by wearing a wide-brimmed hat and using a UV protection leave in treatment. This prevents sun damage and color fading.

### 3. USE A HEAT PROTECTANT

If you plan to style your hair with hot tools, apply a heat protectant to minimise damage.

### 4. TRIM REGULARLY

Schedule regular haircuts to get rid of split ends and prevent them from traveling up the hair shaft. This helps your hair stay healthy and manageable.

### 5. SWITCH TO MOISTURISING SHAMPOOS AND CONDITIONERS

Swap your haircare products for ones that provide extra moisture during the summer months.

### 6. AVOID CHLORINE DAMAGE

Before swimming in a pool, wet your hair with clean water and apply a leave-in conditioner. This creates a barrier that minimises the absorption of chlorinated water.

### 7. POST-SWIM RINSE

After swimming in the ocean, rinse your hair with fresh water to remove salt and sand, which can be drying and abrasive.

### 8. DEEP CONDITIONING

Treat your hair to a deep conditioning mask once a week to repair any summer-induced damage and restore moisture.

### 9. STAY FRIZZ-FREE

Use anti-frizz products or serums to combat frizz caused by humidity.

As always, have a great month and I will be back with some education planning tips for 2024 next month.



Educator / KEYNOTE Speaker  
0412 551 498  
kyliedwyer@elitehaireducation.com  
www.elitehaireducation.com

*Kylie Dwyer*

# SUMMER HAIR SURVIVAL

JUUCE HAIRCARE HAS EVERYTHING YOU NEED FOR HEALTHY SUMMER HAIR, STOCK UP BEFORE THE HOLIDAYS!



WITH  
HYDROLYZED  
RICE  
PROTEIN

## HEAT SHIELD

TRANSFORMS FRIZZY, COARSE AND UNRULY HAIR INTO STRAIGHT, SMOOTH AND SOFT HAIR. OIL BASE PROTECTS DURING AND AFTER 200°C HEAT STYLING BY LOCKING IN MOISTURE AND NUTRIENTS THAT HELP TO EXTEND COLOUR LIFE AND STRENGTHEN RESISTANCE TO BREAKAGE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



## PROTECT SOLAR ENZ LEAVE IN TREATMENT

RESTORES MOISTURE AND STRENGTH TO COLOURED CHEMICALLY DAMAGED HAIR, IMPROVING ELASTICITY AND COLOUR RETENTION. EXCLUSIVE NATURAL AUSTRALIAN BOTANICALS COMBINE TO MOISTURISE, SMOOTH AND D-FRIZZ. MAXIMUM COLOUR DEFENCE IS ASSURED BY PROTECTING AGAINST SUN, HEAT, CHLORINE AND SALT. ANTI-HEAT + UV + HUMIDITY PROTECTION.



SUN  
PROTECTION  
TO SAVE  
COLOUR



WITH  
BOND REPAIR  
+  
HYDROLYZED  
RICE PROTEIN

## RADIANT COLOUR SHAMPOO + CONDITIONER

SHIELDS COLOUR TREATED HAIR BY DEFENDING AGAINST THE ENEMIES THAT CAUSE COLOUR FADE, WHILST ADDING CONDITION AND SHINE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

### KEY ACTIVES:

Bond Repair, Hydrolyzed Rice Protein and Kakadu Plum repair and moisturise to increase colour lasting power and intensity.



## SUPER SOFT HYDRATION MOISTURE MASK

AN INTENSELY NOURISHING, RESTORING, AND REHYDRATING CREAMY MASK WITH OUTSTANDING SOFTENING PROPERTIES FOR ALL HAIR TYPES. PEPTIDE PEA PROTEINS PROVIDE ANTIOXIDANT, ANTI-AGING, MOISTURISING AND SMOOTHING PROPERTIES THAT IMPROVE MOISTURE, GLOSS, AND MANAGEABILITY OF THE HAIR AND SCALP. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

WITH  
PEPTIDE PEA  
PROTEIN  
+  
ALOE VERA



THERMAL,  
HUMIDITY,  
UV AND  
DEHYDRATION  
DEFENCE.

## DRY HEAT GUARD

DEFENDS AND PROTECTS HAIR FROM THERMAL, HUMIDITY, UV AND DEHYDRATION. WITH DRY HEAT GUARD, HAIR IS PROTECTED DURING STYLING, IS RESISTANT TO HUMIDITY, HELPS PREVENT FRIZZ AND BECOMES INCREDIBLY SOFT AND MANAGEABLE. CAN BE USED AS A CONDITIONING FINISHING SPRAY, ON DRY HAIR BEFORE USING HEAT STYLING EQUIPMENT, OR ON DAMP HAIR BEFORE BLOW-DRYING.



# FORMAL HAIR FEATURE

## VOLUMINOUS BEAUTY QUEEN BLOWOUT



### 1. PREP YOUR HAIR

It's super important to start with a good base, no matter what style of hair you're trying to achieve. Prep using a volumising shampoo and conditioner like our Full Volume range to help add body and bounce right from the get-go. It works by cleansing and restoring your hair without weighing it down, then uses thickening polymers to help your hair look fuller.



Once you've washed your hair, it's time to create your base. If you've got thicker hair, going in with a mousse and a root-lifting spray will be all you need to use to be on your way to elevated, voluminous hair. We'd recommend our Xagerate Mousse and Amp It Up Volume spray to help lift your hair from the roots, creating fuller, texturised hair.



If you have thinner hair, our Double Up Thicken cream will be your new secret weapon. As the name suggests, it helps to thicken up the look of your hair, while also working to strengthen and repair damaged hair with its key ingredient: soy protein. Use this in combination with a mousse and volume spray, and you'll be ready to start styling.



### 2. BLOW DRY IT UP AND AWAY FROM YOUR FACE

Hair lifted with heaps of volume requires some heat styling, so spray some of our Dry Heat Guard on your mids to ends to protect them from any damage.



### 3. CURL IN OPPOSITE DIRECTIONS

Next, it's time to add some texture with curls.

### 4. CURL AWAY FROM YOUR FACE

Once you reach the crown of your head, section your hair into thirds from the front to the back.

### 5. PIN YOUR CURLS

As you create each curl, you can secure them while they cool using either a hairpin or a roller to give your hair maximum hold.

### 6. SET YOUR HAIR WELL

Now that your hair's curled, we're almost finished! Run your fingers loosely through all the curls to break them up and add texture and dimension. Flip your head upside down and spray Stuck Up Lacquer through your hair, then flip it back and finish your look with a final spritz of hairspray.



### FOR MORE DETAIL VISIT

[juceehair.com/6-tips-for-getting-pamela-anderson-inspired-volume](http://juceehair.com/6-tips-for-getting-pamela-anderson-inspired-volume)

## SUPER SLEEK PONYTAIL BRAID

### 1. PREP YOUR HAIR

Prep using a smoothing shampoo and conditioner like our Miracle Smooth range with intensive smoothing agents to give a super smooth finish without frizz from the get-go.



Once you've washed your hair, it's time to create your base with a cream straightener for maximum smoothness. We'd recommend our Curls to Straight cream straightener with anti-heat, UV, humidity and oxidation protection.



### 2. BLOW DRY IT SMOOTH

Spray hair with Heat Shield straightening oil spray to protect and smooth while blow drying until hair is sleek. Use a paddle brush, rather than a round brush as you want your hair to sit smooth and straight.



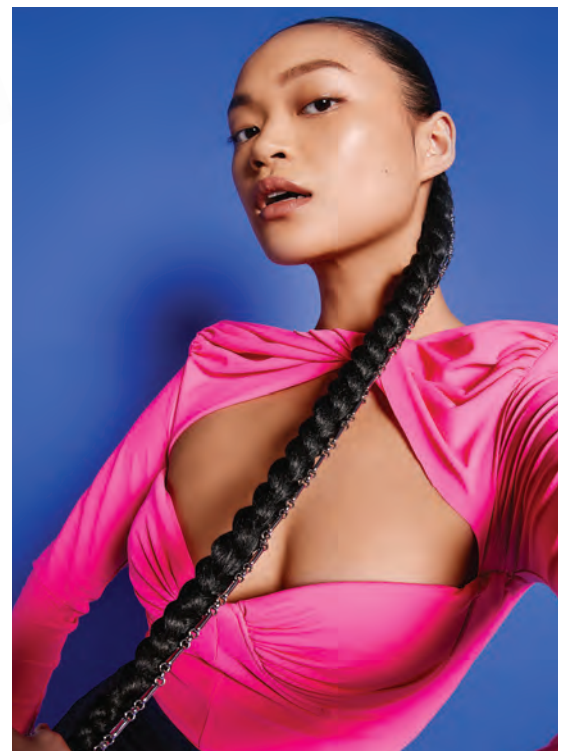
### 3. SLICK BACK INTO A PONYTAIL

Apply Control Sculpt Lotion to hair, pull back into a smooth ponytail and fasten with an elastic at the nape of your neck.



### 4. PLAIT INTO A SUPER SLEEK BRAID

The braid itself is very easy, so just keep the sections tidy while you plait to keep it looking smooth. Secure with a clear elastic and spray with Stuck Up Lacquer to keep flyaways under control.



# BARBER ART TRIO PACKS

rrp \$44.95

VALUE \$69.85



## EACH PACK CONTAINS:

### 3 IN ONE TEA TREE WASH

Simplify your routine with our 3 in One Tea Tree Wash from head to toe. Enriched with stimulating tea tree oil with moisturising and antibacterial benefits.

- All over convenient 3-in-1 shampoo, conditioner and body wash.
- Stimulating tea tree with moisturising, antibacterial and anti-inflammatory benefits.
- Moisturising and soothing for scalp and skin.
- Cleanse and condition hair, scalp and skin to revitalise and restore.
- Refreshing cool tea tree scent.

### GROOMING CREAM

Grooming Cream is a lightweight manageable thickening cream adding structure and body to the hair whilst controlling frizz/flyaway.

- Lightweight manageable thickening cream
- Adds structure and body to the hair
- Provides manageable volume
- Lightweight non-oily cream
- Controls frizz/flyaway
- Natural shine

**STRENGTH:** 🌿🌿🌿🌿

### FIBRE BALM

A styling balm that combines texture with flexible control power. Increase fullness with natural shine.

- Strong flexible fibrous balm
- Ultimate control for lasting styling hold
- Control shape
- Take control of unruly textured hair
- Increase fullness
- Natural shine

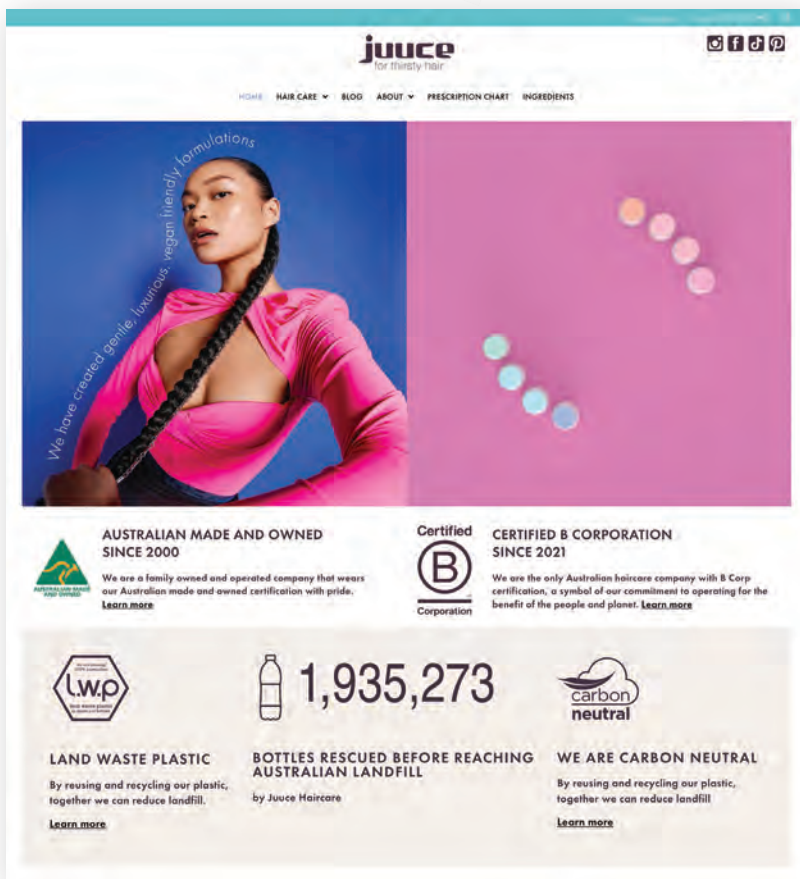
**STRENGTH:** 🌿🌿🌿🌿

# JUUCE T-SHIRTS

LIMITED EDITION T-SHIRTS AVAILABLE NOW IN VARIOUS SIZES



\$19.95



## JUUCE WEBSITE

The Juuce Haircare website features product information, blogs on latest trends and news, an up to date salon locator, product prescription guide, sustainability reports and safety data sheets.

SCAN THE QR CODE BELOW TO KEEP UP-TO-DATE



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 Qld 4014 T. +61 7 3850 6200 F. +61 7 3850 6299 E. cs@hairjamm.com



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[www.facebook.com/juucehaircare](http://www.facebook.com/juucehaircare)



[juuce\\_haircare](https://www.instagram.com/juuce_haircare) / [juucehair.com](http://juucehair.com)





# DAVINEWS

Australia

ISSUE 191 / NOVEMBER 2023

# NATURALTECH TAILORING



**INTRODUCING OUR NEW HERBAL HAIR INFUSIONS**  
*bespoke and customisable solutions for your salon*



*The new Herbal Hair Infusions are an exclusive in-salon treatment featuring a personalised blend of products to treat hair concerns with up to 24 different combination formulas available. The two-part formula is comprised of four serum bases and 6 botanical boosters, all containing ingredients from the Davines scientific garden and promoting regenerative organic agriculture. Designed to be mixed and matched – this versatile service can be tailored to suit any hair type or need, delivering immediate results.*

## 6 BOTANICAL EXTRACT BOOSTERS



### HYDRATING

Prickly pear extract leaves dry and brittle hair 18.3 times more hydrated.



### ILLUMINATING

Contains a red grape extract that facilitates the closure of the cuticles, promoting 4.3X long-lasting shine.



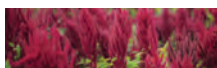
### CONTROLLING

Enlists elderflower extract to create a protective film on the hair, providing a 3.5X silkening and smoothing hair effect



### VOLUMISING

Made with a mallow extract that causes hair to swell and appear twice as full.



### FORTIFYING

Strengthens and reduces breakage by 28% with protein-rich amaranth extract.



### BLONDE BRIGHTENING

Myrtle extract provides antioxidant protection from UV rays and revives 5,5 times blonde reflects.

## 4 SERUM BASES BACKED BY SCIENCE

### VOLUME

For thin hair, coats strands with cellulose fibers.

### MOISTURE

For dry hair, hydrates with plant oils.

### RADIANCE

For colour-treated hair, boosts shine with sustainable and certified RSPO palm oil.

### STRENGTH

For stressed hair, supports keratin structure with a special molecule from sugar.

# TREATMENTS TAILORED TO YOUR HAIR NEEDS



Together, there are 24 possible pairings. The Tailoring Consultation Digital Tool is an interactive quiz created to help professionals choose the best products and services for their clients add more than 40,000 options.

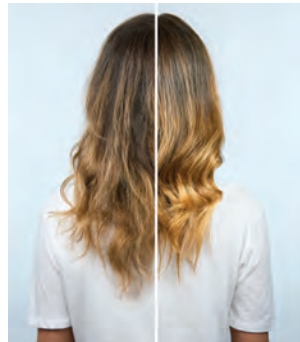
Scan the QR Code to discover our new client consultation tool featuring the Naturaltech range



VOLUME BASE  
+  
BLONDE BRIGHTENING BOOSTER  
Adds fullness to blonde hair



MOISTURE BASE  
+  
CONTROLLING BOOSTER  
Moisturises while reducing frizz



RADIANCE BASE  
+  
FORTIFYING BOOSTER  
Protects colour while reinforcing hair



STRENGTH BASE  
+  
ILLUMINATING BOOSTER  
Strengthens hair while adding shine

## TWO IN-SALON TREATMENT OPTIONS

### HERBAL HAIR INFUSION FAST TREATMENT (5 MINUTES)

A quick treatment involving cleansing, a Naturaltech Tailoring treatment, and optional conditioning for immediate results without the processing time.

### HERBAL HAIR & SCALP RITUALISTIC TREATMENT (15-30 MINUTES)

A more thorough and indulgent experience focused on rituality and featuring all the benefits of Naturaltech Tailoring treatment with Naturaltech products treating both scalp and hair.

## PLANET-FRIENDLY INGREDIENTS

The formulas comprise up to 98.9% of natural origin and up to 98.5% biodegradable ingredients produced at the carbon-neutral Davines Village. Our bottles are recyclable and made from post-consumer recycled plastic.

*Available to order, contact your local representative to discover opening deals.*



# HOLIDAY GIFTING

*This Christmas season let's open our doors to diversity and learn to honour it! For the second season, our holiday gift sets represent the immense wealth that the different countries and cultures around the world form through their typical houses. Houses host people and human relationships which begin from inside and from house to house. Sometimes windows and doors can be closed, and walls divide people from the rest of the world. Still, the secret world that belongs inside every house is capable of nurturing us all. Sharing ones' traditions, cultural habits, lifestyle is a gift for other and a legacy for future generations.*

*We must learn to open doors and windows to let our diversity meet other cultures and to let their beauty contaminate us. We have chosen to represent a few beautiful countries with unique and different cultures through including the photograph of a typical house, an original proverb in the native language and a graphic touch to combine reality and imagination.*

*We are all made of reality, traditions and dreams.*



## GIFT BOXES

Featuring your favourite Shampoo, Conditioner and Leave in treatments from some of our most popular wellbeing lines.

### ESSENTIALS \$95.95 (save \$40.90)

Available in Nounou, Momo, Love Smooth, Love Curl, Dede, Minu and Melu varieties.

### OI \$104.9 (save \$44.90)

With Beautifying Shampoo, Conditioner and Oi All in One Milk.

### HEART OF GLASS \$109.95 (save \$48.90)

With Silkening Shampoo, Rich Conditioner and Sheer Glaze.



## PASTA & LOVE \$96.95 (save \$40.90)

With Shaving Gel, Beard Oil and Aftershave Moisturiser

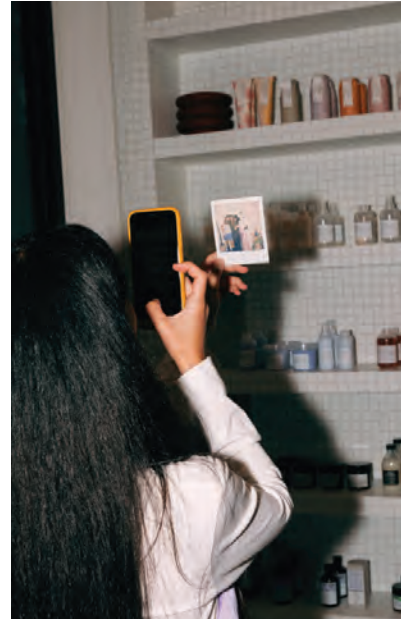
## ADVENT CALENDAR \$259.95 (save over \$65)

Complete with a variety of travel sizes and limited-edition products from Oi, Essentials, More Inside, Naturaltech and Circle Chronicles lines.



**AVAILABLE TO ORDER NOW**

*a look inside...*



## HEART OF GLASS

### INSTANT BONDING GLOW PRESS EVENING

*A celebration at Davines Concept Salon located in Melbourne, Mitch.*

*Showcasing the most recent launch from the Heart of Glass Line just in time for "blonde season" in salon. Guests were treated treatments and styling, with an Italian vibe being set with food, drinks, DJ & of course a cannoli tower!*



## IT'S BLONDE SEASON

*As we approach the warmer months many customers are ready to lighten their hair in anticipation of the sunshine months ahead. Beautiful blonde hair is one of the most desired summer shades, however it also comes with the downside of hair becoming more fragile and prone to breakage .*

*To help create the most beautiful blonde hair in salon and maintain vibrancy, health and shine from home, the Heart of Glass Instant Bonding Glow is the perfect addition to your blonde care routine.*

### CELEBRATE BLONDES IN-SALON:

#### PURCHASE

10 x Instant Bonding Glow 300mL

#### RECEIVE

1 x Silkening Shampoo 1L

1 x Rich Conditioner 1L

2 x Instant Bonding Glow 300mL testers

**SALON PRICE: \$500**

**SAVING: \$252 (50.4%)**

### IN-SALON PROMOTION:

**PURCHASE** a Heart of Glass Instant Bonding Glow Treatment and receive a free Heart of Glass Blonde Care Treatment to add to any service in salon free of charge!

**RRP \$74.95**



*International educator and celebrity colourist, Roch Lemay counts 30 years in the industry. Based in Montreal at the NAHA award-winning Salon Pure, Roch exudes unequivocal passion for his craft.*

*Winning the NAHA for North American Colourist of the Year and the Contessa for Canadian Colourist of the Year, Roch is recognised for his vision, believing that we can...*

*“manipulate the energy of colours and transform the hair fibre - reaching a new dimension that will create signature looks for each client.”*

## **INTERNATIONAL GUEST ARTIST ROCH LEMAY**

### **COLOUR MENTORING**

*Expand and transform your colour expertise to let your creative skills fly free...*

Colour mentoring presents a new approach to learning. With today's challenging clientele, colour mentoring encourages you to reflect on your working skills and why you do things in a certain way. In a learning environment based on trust and respect, the mentor's message is adapted to the learners' needs. This course is ideal to anchor your knowledge and elevate your expertise.

#### **Key learnings include:**

- Explore today's in-salon hair colouring business
- Elevate and adapt your colour expertise for today's new clientele
- Gain a better understating of the science behind the products
- Gain the knowledge and skills to master any colouring challenge
- Develop your unique colour signature business to retain client loyalty

#### **3 DAY COLOUR MENTORING**

**WHEN :** 10th – 12th March 2024

**WHERE :** Melbourne

### **COLOUR CONVERSATIONS**

An intimate evening event hosted by Roch Lemay where we will discuss the science behind colour to better understand how it can be manipulated for the ultimate results in salon. Roch will share his wealth of knowledge and experience to enrich your know-how as a colourist.

**WHEN :** 13th March 2024

**WHERE :** Melbourne

**WHEN :** 19th March 2024

**WHERE :** Sydney

*To book or for more information contact [education@hairjamm.com](mailto:education@hairjamm.com)*



# ROMANCE IN PARMA

26TH - 31ST MAY 2024

*Is an opportunity to learn from our Guest Artist team,  
while living the very best of the Italian experience  
in the region where Davines was born!*

*Now taking bookings for May 2024.*

*Contact your agent or [olivia@hairjamm.com](mailto:olivia@hairjamm.com) for more information and to book.*



## DISCOVER PARMA

A quintessential Italian experience on the gastronomic belt of Italy. Well-known for its musical and cultural tradition with so many small and vibrant centers, castles, medieval churches and its renowned typical gastronomic products, which offer the opportunity to make a real journey into taste.



## DAVINES VILLAGE

Romance in Parma will be your occasion to live and experience the Village for almost a week! The Davines Village is the place in Parma where Davines offices, labs and factory are. The Village is the house of Sustainable Beauty and so the physical representation of Davines main values: design-driven, multi-cultural, transparent and sustainable, thanks to its architecture, technology and materials used.



## ANNE VECK

Davines Guest Artist, Anne Veck is charismatic, motivating and creative, being described as "One of the most iconic hairdressers in the world" by Hair magazine. She is Creative Director, Hairdressing Ambassador for the National Hair and Beauty Federation, Brand Ambassador for Easydry and Green Salon Collective, Fellow with Honours of The Fellowship for British Hairdressing and Alternative Hair Master Educator.