

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

Certified



Corporation

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 kits

**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

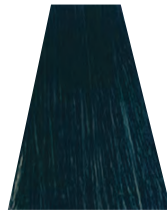


PURE LUMINATES (FORMULATED FOR LEVEL 6 AND LIGHTER)



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

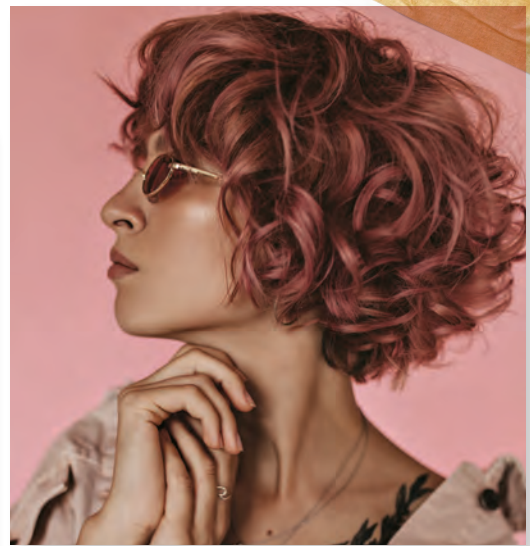


NATURAL SHEA BUTTER



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 Act0

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

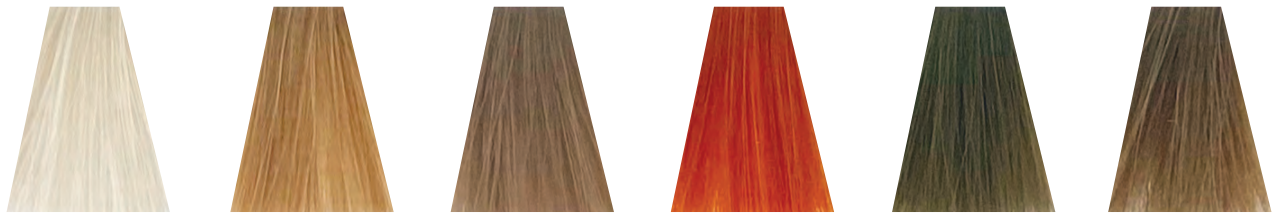
Let your light shine

- ★ 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.



10.23

10.34

9.32

8.44

7.39

8.32



7.64



6.9



6.66



8.72



10.1



9.2



9.215



9.0



9.12



8.21



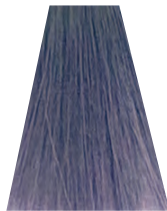
9.25



8.0



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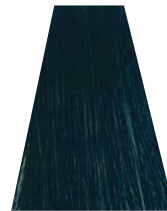
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7.5



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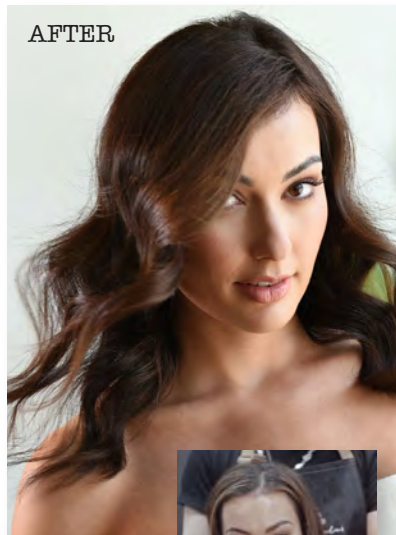
4.1



6.22

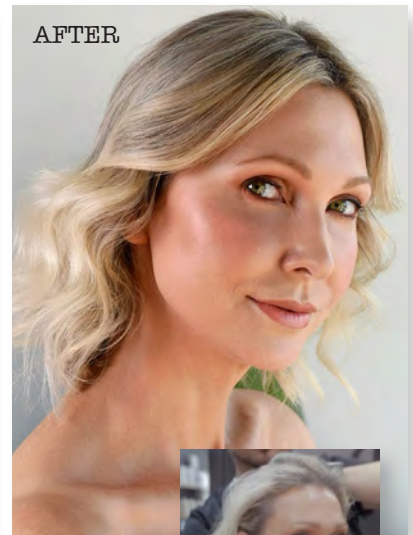
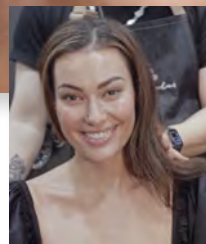


CLEAR



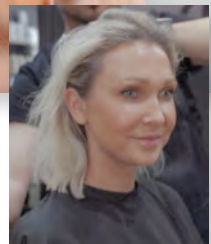
AFTER

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

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'TM (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



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www.facebook.com/purehaircareaustralia

 [pure_haircare](https://www.instagram.com/pure_haircare) / purehairaustralia.com



HAIRCARE FOR EVERYONE

juuce

ISSUE 190 / OCTOBER 2023



WE LOVE HAIR

OUR BRAND IS PASSIONATE ABOUT HAIR, INCLUSIVITY,
INDIVIDUALITY AND SUSTAINABILITY.



SINCE 2023

Certified



Corporation

SINCE 2021

juuce
for thirsty hair



SINCE 2018



SINCE 2000

JUUCE TRIO PACKS



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

rrp from \$54.95
VALUED FROM \$83.85



AVAILABLE IN EIGHT VARIANTS:

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

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

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.

rrp \$23.95



ASK YOUR SALES AGENT
FOR YOUR DRY HEAT GUARD
AND STUCK UP LACQUER
A4 DOUBLE SIDED DISPLAY CARD

NEW



Thermal,
humidity, UV
and dehydration
defence.

BARBER ART TRIO PACKS

rrp \$44.95



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: 

SUPER SOFT HYDRATION MOISTURE MASK SACHETS AVAILABLE NOW

BUY 1 BOX GET 1 BOX FREE

1 BOX = 36 SACHETS

rrp \$7.95 per sachet



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 NATURAL AUSTRALIAN BOTANICALS •



WITH



PEPTIDE PEA PROTEIN + ALOE VERA
PROVIDING ANTI-AGEING MOISTURISING AND SMOOTHING PROPERTIES

MEDIA HYPE & OUR MINDSET

I'M NOT SURE HOW MOST OF YOU ARE FEELING BUT I'M FEELING THAT ON MY TRAVELS THROUGH AUSTRALIA IN DIFFERENT HAIRDRESSER COMMUNITIES THAT PEOPLE ARE SCARED? SCARED TO PUT THEIR PRICES UP, THAT THEIR CLIENTS ARE STRUGGLING FINANCIALLY AND THAT THEY MAY BE IN FOR A QUIETER CHRISTMAS TRADE??

Whilst the cost of living and mortgages may have increased for some, I am also seeing that European holidays are at an all time high and every restaurant and cocktail bar I walk past is fully booked!

Let's keep a positive mindset and not follow and talk out loud about what the media are saying, they certainly love to make doom and gloom and make us all feel worried. Let's also remember that whilst the demographic of where your salon is situated can be different for some there is still a lot of spending going on. What you focus on will become bigger.

Approach your salon running with a "things are not hard for everyone" mindset and just watch your salon team and clients feel more confident. Personally I still work a 12 hour day on the floor as a hairdresser every Thursday, my mindset is positive and still recommend products, upgrades and rebooking, doing my best to make people look and feel beautiful without worrying if they can afford it or not. They will tell you if they can't but we should never presume. My book is fully booked till March 2024 as I find a need to value their hair appointment over mediocre spending.

Enjoy the Spring and happy hair colouring, cutting and styling.
Remember the home maintenance advice for caring for your clients hair is vital for summer prep.

Kylie Dwyer



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

NEW WAVE OF HAIRCARE 'SKINIFICATION'

Skinification means a new approach to haircare that consists of treating your hair with the same love and care as your face.

Juuce Formulas use high-quality skincare-grade ingredients that are normally reserved for skincare products.

Juuce Haircare is at the forefront of this movement by **integrating skincare heroes into our Juuce Haircare regimes.**

JUUCE HAIRCARE MIXOLOGY

The perfect fusion of science based clinically proven actives and natural Australian botanicals.

CLINICALLY PROVEN KEY ACTIVE INGREDIENTS

Recognised for their premium performance



NOURISHING HYDROLYZED RICE PROTEIN



STRENGTHENING AND PROTECTING BOND REPAIR



HYDRATING HYALURONIC ACID

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

NOURISHING QUANDONG / SMOOTHING DESERT LIME / REPAIRING WATTLE SEED / COLOUR EXTENDING KAKADU PLUM
MOISTURISING ALOE VERA / PROTECTING DANDELION



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DAVINEWS

Australia

ISSUE 190 / OCTOBER 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.



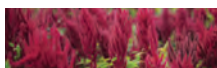
CONTROLLING

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.

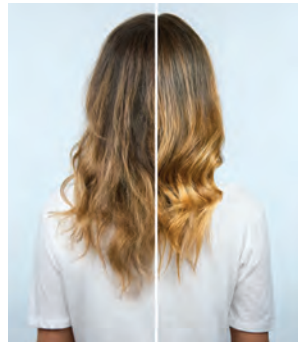
Scan the QR Code to discover our new client consultation tool featuring the Naturaltech range



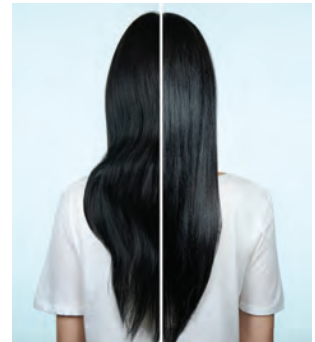
VOLUME BASE
+
BLONDE BRIGHTENING BOOSTER
Adds fullness to blonde hair



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 – limited edition promotion available until sold out.

MUTED REDS & EARTHY COOL SHADES

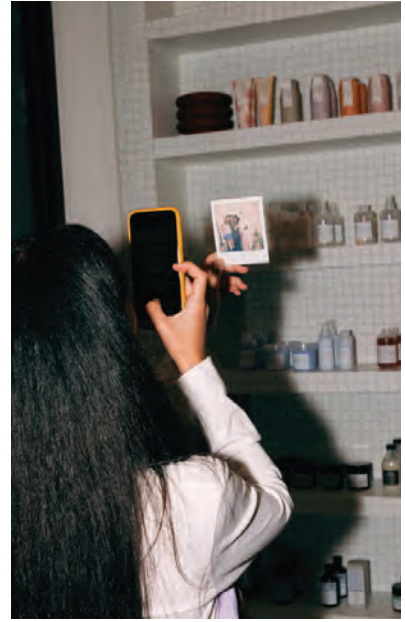


Introducing new View demi-permanent nuances to elevate the salon offering and give a broader scale of creativity and salon services. A seasonal selection of nuances: sophisticated dark reds suitable for darker hair and those wishing to stand out & light cool browns for very natural brunette looks.



Terracotta, rust and new reds are leading the way into a colour revolution, bridging the gap between the '70s nostalgia and modern, futuristic design. Muted reds and earthy cool shades always make a big statement without being too overpowering or dating quickly. Glossy finishes over the hair keep vibrancy, while picking up beautiful tones and reflects in different lights.

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





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 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.