

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 193 / FEBRUARY 2024

Experience the sacred ritual
of Pure Haircare with our
organic complex and
clean beauty hair products
harnessing nature's power.

pure
ORGANIC CERTIFIED
COMPLEX

Introducing the “Self Love” photoshoot collection for Pure Haircare

This collection embodies the essence of self-care, celebrating individuality and showcasing the transformative power of Pure Organic Haircare products.

Through stunning images that evoke a sense of well-being, we inspire viewers to prioritise self-love and appreciate their unique beauty.

This captivating photoshoot highlights the profound connection between self-care and inner beauty, encouraging individuals to embrace and nurture themselves.

I would like to extend my heartfelt gratitude to the creative team behind the photoshoot. Thank you to the team for bringing this photoshoot to life and for your invaluable contributions to this campaign ‘Self-love’

HAIR STYLIST

Yoshi Su
yoshisumelbourne

MAKE UP ARTIST

Annie
annieroseartistry

PHOTOGRAPHER

Michaela Barca
michaelabarcaphotography

STYLIST

Jessica Jade Hunter
jessica_jadehunter

STUDIO

Alt House
alt_house

MODEL MANAGEMENT

Vivens Model Agency

MODELS

Jade Kirsch
Julia Viering
Peggy
Paris M
Yeon

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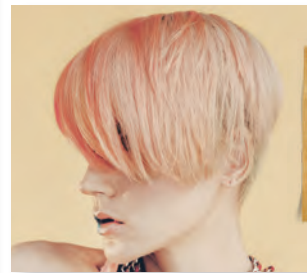




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COMPLEX

Color of the
year 2024

PEACH FUZZ



PURE LUMINATES (FORMULATED FOR LEVEL 8 AND LIGHTER)



8g 10.34

+



2g 8.44

+



Act1

PURE COLOUR OPTIMISING TREATMENTS



10g Dusky Rose

+



2g Copper



PURE EVOLVE (FORMULATED FOR LEVEL 8 AND LIGHTER)



10g 9.4

+



2g 7.64

+



10vol



Pure Artisan creative colour creams

PURE 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:

24 assorted units of Pure retail products at your normal discount

Receive:

1 of each artisan shade + Pure Activator 2 + chart no charge



Get the look
with protecting
bond multiplier

Pure Evolve Plex deal

- 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:
2 at list price

Receive:
3 no charge

Total cost of deal = \$139.90
special cost per lightener \$27.98!!



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.



2024
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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[pure_haircare](https://www.instagram.com/pure_haircare) / [purehairaustralia.com](https://www.purehairaustralia.com)

HAIRCARE FOR EVERYONE

juuce

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TAME FRIZZ

JUUCE PRODUCTS WITH MOISTURE SMOOTHING BOTANICALS
TO MAINTAIN SILKY SOFT DEFINED FRIZZ FREE CURLS.

juuce
for thirsty hair

JUUCE SMOOTH DEAL

BUY: 6 X JUUCE MIRACLE SMOOTH SHAMPOO AND CONDITIONER
AT NORMAL DISCOUNT

RECEIVE: 6 X JUUCE SMOOTH ENZ NO CHARGE

rrp \$28.95

EACH SHAMPOO AND CONDITIONER

REPAIRS AND SEALS SPLIT ENDS,
WITH MOISTURE SMOOTHING BOTANICAL
OILS, TO D-FRIZZ, SHINE AND SOFTEN.
PROTECTS, SMOOTHS AND NOURISHES
ALL DAMAGED OR STRESSED HAIR TYPES.
ANTI-HEAT + UV + HUMIDITY
+ OXIDATION PROTECTION.

SMOOTHING ANTI-FRIZZ SHAMPOO AND CONDITIONER

TAMES ALL TYPES OF FRIZZY, COARSE, UNRULY,
VERY DRY HAIR, WITH INTENSIVE SMOOTHING
AGENTS TO MAINTAIN SMOOTH AND SILKY
SOFT HAIR. ANTI-HEAT + UV + HUMIDITY
+ OXIDATION PROTECTION.



CLIENT OFFER:

BUY 1 X JUUCE MIRACLE SMOOTH
SHAMPOO AND CONDITIONER.
RECEIVE A FREE JUUCE SMOOTH ENZ.



VEGAN

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

AVAILABLE TO SALONS ONLY, EXCLUDES LARGE RETAIL GROUPS AND WHOLESALERS.

HYDRATING REVIVA CREAM

LEAVE IN MOISTURISER

✓ INSTANTLY REVIVES ALL
DEHYDRATED HAIR

✓ DETANGLE AND REVIVE HAIR
ADDING CONDITION AND SHINE

✓ ANTI-HEAT + UV + HUMIDITY
+ OXIDATION PROTECTION

✓ STRENGTHENS ALL
HAIR TYPES AND
IMPROVES CURL
RETENTION

✓ WEIGHTLESS
MOISTURE

✓ REFRESH
AND NOURISH



INFUSED WITH NATURAL AUSTRALIAN VEGAN BOTANICALS
+ SCIENCE-BASED CLINICALLY PROVEN ACTIVE INGREDIENTS

BUY:

6 X HYDRATING REVIVA CREAM
LEAVE IN MOISTURISERS

GET:

1 X HYDRATING REVIVA CREAM
LEAVE IN MOISTURISER FREE

rrp \$29.95

detangle and revive
leave in moisturiser



ASK YOUR SALES AGENT FOR YOUR
HYDRATING REVIVA CREAM
A5 STRUT CARD

JUUCE MAJIK DEAL

BUY 20 ASSORTED MAJIK TREATMENTS
AT LIST PRICE AND RECEIVE
30 ASSORTED MAJIK TREATMENTS
NO CHARGE

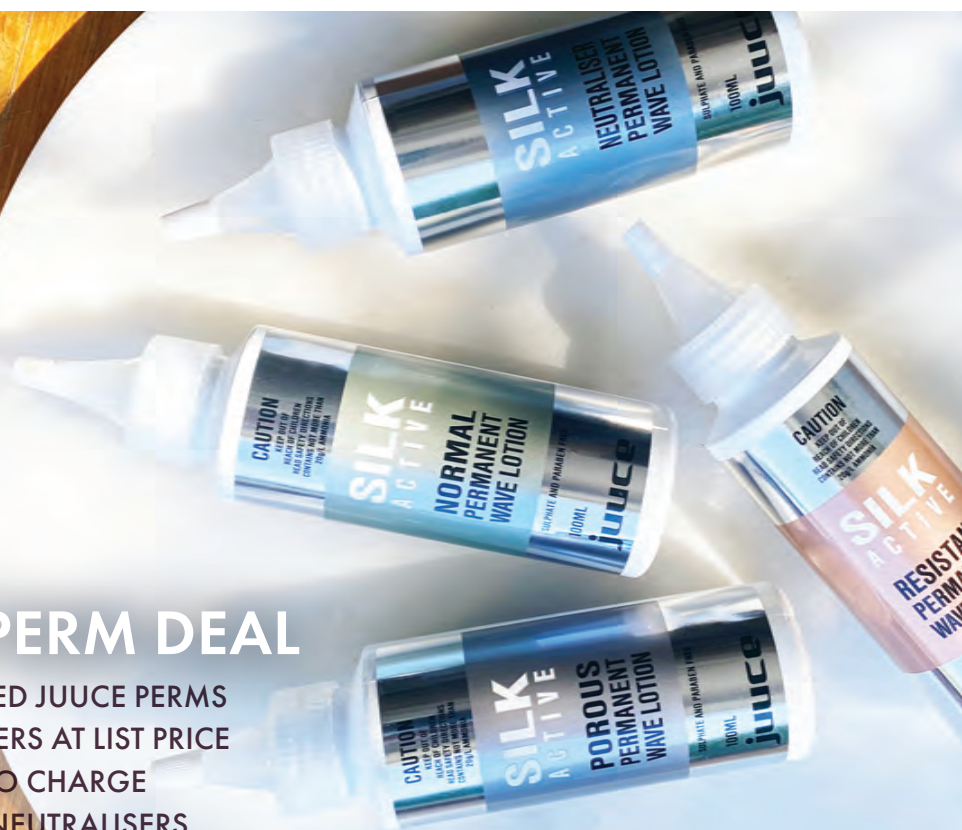
rrp \$19.95

- INSTANT 30 SECOND TREATMENTS.
- INSTANTLY RESTORE MOISTURE AND CONDITION, LEAVING THE HAIR SMOOTH AND SOFT.
- HELP LOCK-IN COLOUR AND RESTORE PH BALANCE AFTER CHEMICAL SERVICES.



JUUCE PERM DEAL

BUY 20 ASSORTED JUUCE PERMS
+ 20 NEUTRALISERS AT LIST PRICE
AND RECEIVE NO CHARGE
20 PERMS + 20 NEUTRALISERS



HAPPY NEW YEAR!

WELL 2024 WE ARE HERE, HAPPY NEW YEAR!

If you're like me, I'm so excited and feeling super positive about this year. 2022 and 2023 was catching up and refocusing after our crazy lockdowns. 2024 is the year for PERFORMANCE.

As the new year unfolds, revitalising your salon approach is key to success in the competitive world of hairdressing. Begin by assessing client feedback and industry trends from the previous year. Identify areas for improvement and set realistic goals for growth in yourself, your salon and your team.

Consider introducing new services or updating existing ones to stay on-trend.

Refresh your salon's ambience with subtle changes like updated decor or rearranged styling stations. Invest in staff training programs to ensure your team is up-to-date with the latest techniques and styles. Foster a positive work environment by acknowledging achievements and encouraging collaboration.

Implement a marketing strategy that leverages social media platforms and local partnerships to attract new clients.

Lastly, prioritise client communication and feedback, using it as a foundation for continuous improvement. A well thought out plan and a commitment to excellence will set the tone for a prosperous new year in the salon.

I will be here every month and feel very proud to be a partner with Hairjamm.

Love Kylie



Educator / KEYNOTE Speaker
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kyliewdwyer@elitehairededucation.com
www.elitehairededucation.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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INTRODUCING THIS IS A DRY WAX FINISHING SPRAY

Developed in collaboration with Davines Hair Art Director, Tom Connell.

WHAT IS IT?

A volumising finishing spray created for a natural and defined looks.

FEATURES

Easy control and workability in hair. Ideal to style short as well as longer looks, promoting instant texture, undone definition, with a satin-matte finish.

RRP \$45.95

Available to order





GIFT A LITTLE EXTRA LOVE!

Whether you are treating a loved one or showing a little love to yourself, indulge in the essence of skincare with our exclusive LOVE/body lotion and LOVE/body wash this February!

These products have been designed to enhance your self-care routine for soft skin to compliment your hair protocol. The formula has been enriched with Minuta Olive Extract from Mr. Carmelo farm in Ficarra, Messina, rich in fatty acids and vitamins which have an elastising action bringing smoothness and softness to the skin.

SHARE THE LOVE IN YOUR SALON!



LOVE IN SALON:

A limited edition offer for salons to receive complimentary units of our limited-edition Valentine's Day gift with purchase offer.

PURCHASE

Any mix of 24 x Essential retail products

RECEIVE

12 x LOVE/bodywash and/or LOVE/body lotion

LOVE FOR CLIENTS:

A special gift with purchase to incentivise the purchasing of the Essentials range in line with Valentine's Day.

PURCHASE

Any two Essential full retail size products

RECEIVE

Either a LOVE/bodywash or LOVE/body lotion free of charge!

SUSTAINABLE BEAUTY PARTNER BONUS!

Davines Friend's or Lover's will also receive the LOVE Cotton bag to enrich this Valentines gift to customers!

International educator and celebrity colourist, Roch Lemay counts over 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 understanding 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 : 17th March 2024

WHERE : Sydney

To book or for more information contact education@hairjamm.com

