

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 184 / APRIL 2023

## Autumn Colours

Our beautiful Pure bio-colouring system is formulated with our exclusive 100% certified organic complex and powerful phytonutrients, shea butter and glycerin.





# Evolve Cherry Wood



30g 4.5

+



10g 6.66

+



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

pure  
ORGANIC CERTIFIED  
COMPLEX

[purehairaustralia.com](http://purehairaustralia.com)  



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'<sup>TM</sup> (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.

Certified



Corporation



CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'<sup>TM</sup> (100% ORGANIC EXTRACTS)



ORGANIC NETTLE



ORGANIC GINGER



ORGANIC ALOE VERA



ORGANIC LAVENDER



ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY



perfect Mother's Day gift idea

luxurious Pure shampoo and conditioner  
with bond repair treatment



## Pure haircare gift packs

LIMITED EDITION PACK CONTAINS:

300ML PURE SHAMPOO AND CONDITIONER PLUS FUSION COMPLEX BOND REPAIR TREATMENT



### AVAILABLE IN:

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



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



# Evolve Mulled Wine



15g 4.6

## REGROWTH



15g 4.22



45g 10vol

## MID-LENGTHS TO ENDS



30g 6.22



10g Extreme Magenta



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

pure  
ORGANIC CERTIFIED  
COMPLEX

purehairaustralia.com



PURE COLOUR OPTIMISING TREATMENT RECIPE

# Pink powdered blonde



1/2 BEIGE

1/2 DUSKY ROSE

(OVER PRELIGHTENED HAIR)



# Guardian Angel

**PROTECT YOUR HAIR AGAINST THE HEAT OF STRAIGHTENERS, TONGS, WANDS AND HAIRDRYERS WITH PURE GUARDIAN ANGEL.**

This thermal protectant creates a smooth barrier on the hair, defending against heat damage and creating a soft, shinier finish. Pure Guardian Angel also will nourish your hair by adding moisture creating the perfect finish on your heat styled looks!

#### FEATURES AND BENEFITS:

- Innovative bond technology that protects, repairs and strengthens hair.
- Nutritive cocktail providing thermal activated hair protection. Energises and boost cell metabolism and smooths hair scales.
- Lightweight thermal protection mist that protects the hair fibre against heat styling tools.
- Dry invisible formulation provides a smooth barrier between hair and hot styling tools.
- UV protectant and humidity resistant.
- Smooths and shines.
- Light control / natural shine.



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INFUSED WITH AUSTRALIAN VEGAN BOTANICALS . PROUDLY AUSTRALIAN MADE AND OWNED

# JUUCE

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## Holiday haircare

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**juuce**  
for thirsty hair



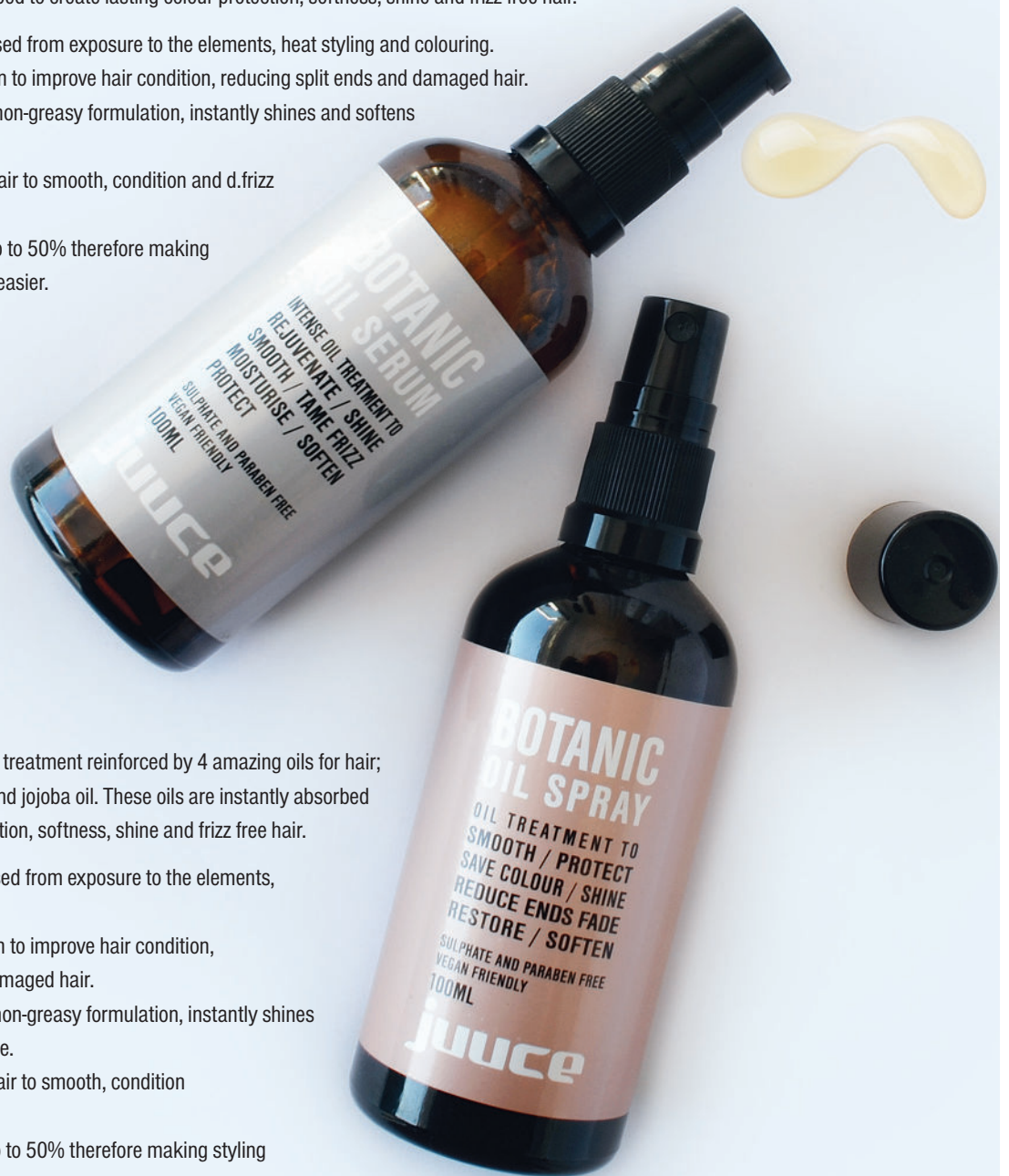
# Botanic Oil Serum deal

## INTENSE OIL TREATMENT

A daily ends repair/protect treatment reinforced by 4 amazing oils for hair; argan, macadamia, almond and jojoba oil.

These oils are instantly absorbed to create lasting colour protection, softness, shine and frizz free hair.

- Restores hair that is stressed from exposure to the elements, heat styling and colouring.
- Ongoing applications begin to improve hair condition, reducing split ends and damaged hair.
- Super moisturising, light, non-greasy formulation, instantly shines and softens without residue.
- Absorbs quickly into the hair to smooth, condition and d.frizz all hair types.
- Reduces drying time by up to 50% therefore making styling much quicker and easier.



## OIL TREATMENT

A daily spray in repair/protect treatment reinforced by 4 amazing oils for hair; argan, macadamia, almond and jojoba oil. These oils are instantly absorbed to create lasting colour protection, softness, shine and frizz free hair.

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# Botanic Oil Spray deal

REINFORCED WITH FOUR AMAZING OILS FOR HAIR



ARGAN OIL



MACADAMIA OIL



ALMOND OIL



JOJOBA OIL



# bonus size 33% more

## 1 MINUTE REPAIR BONDING TREATMENT:

- MOROCCAN LAVA CLAY
- INTENSE 60 SECOND TREATMENT
- SATURATES EXTREMELY DRY OR DAMAGED HAIR
- MOROCCAN LAVA CLAY ACTS TO MOISTURISE AND SOFTEN
- REDUCES DRYNESS WHILE REMOVING TOXINS
- IMPROVES HAIR ELASTICITY
- UNBLOCKS PORES OF YOUR SCALP
- INFUSED WITH NATURAL AUSTRALIAN BOTANICALS

YOUR FAVOURITE REPAIRING TREATMENT IS AVAILABLE FOR A LIMITED TIME IN A HANDY BONUS SIZED PUMP



## JUUCE VEGAN TRIO PACKS

CONTAINS : 375ML JUUCE SHAMPOO AND CONDITIONER PLUS 150ML 1 MINUTE TREATMENT

COLOUR LIFE / ULTRA REPAIR / MIRACLE D.FRIZZ / ARGAN SOFT SILK HYDRATE / FULL VOLUME / ULTRA BLONDE / SILVER BLONDE

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## INFUSED WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



PROTECTING DANDELION



MOISTURISING ALOE VERA



CLOUR EXTENDING KAKADU PLUM



REPAIRING WATTLE SEED



SMOOTHING DESERT LIME



SOOTHING QUANDONG



# BE AUSTRALIAN BUY AUSTRALIAN

## LADIES T-SHIRT / MENS T-SHIRT



OUR CARBON FOOTPRINT IS

# ZERO

WE ARE AN ECOLOGICALLY RESPONSIBLE COMPANY & TO DATE WE HAVE PLANTED

# OVER 30,000

AUSTRALIAN NATIVE TREES IN OUR BIODIVERSITY PROJECT

## HOW DO WE KNOW WHAT'S TRENDING?

### I REGULARLY GET ASKED HOW DO I KNOW WHAT ARE THE LATEST HAIRCUTTING TRENDS THAT CLIENTS WILL BE ASKING FOR.

PRE SOCIAL MEDIA, I WOULD RESEARCH VIA CELEBRITIES, MAGAZINES AND EVENTS LIKE OSCARS AND GRAMMY AWARDS THAT WOULD GIVE OUR CLIENT'S TRENDING IDEAS.

THERE IS ALWAYS A LAG TIME, FROM WHEN A STYLE STARTS TO TREND, UNTIL THE GENERAL POPULATION FEELS THAT IT'S TIME FOR THEM TO FOLLOW. SOMETIMES THIS LAG COULD BE TWO OR THREE YEARS.

WHAT YOU SEE AT HAIR SHOWS AND FASHION EVENTS MAY OR MAY NOT TREND, THE TRICK IS TO UNDERSTAND THESE POTENTIAL FASHION CHANGES AND DEVELOP THE SKILLS SO YOU ARE READY TO TAKE A COMMERCIAL ADVANTAGE.

FAST FORWARD TO FACEBOOK, INSTAGRAM AND TIKTOK, OUR CLIENTS ARE NOW MORE SAVVY AND ARE EXPOSED TO NEW TRENDS ON A DAILY BASIS. TECHNOLOGY CAN ALSO PROVIDE THE EDUCATORS, SALON OWNERS, STYLISTS AND APPRENTICES WITH DATA, THAT CAN TELL US WHAT WORDS AND #TAGS ARE GETTING SEARCHED FOR, AND HOW MANY CLICKS OR LIKES EACH RECEIVES.

AT ELITE HAIR EDUCATION AND SNIPT WE ENGAGE A CONSULTANT TO DO SEARCH WORD ANALYSIS, THEY PROVIDE US WITH THE WORDS PEOPLE USE WHEN SEARCHING FOR HAIRCUTS AND GATHERING INFORMATION FOR THEIR NEW LOOKS.

OUR CURRENT ANALYSIS REPORT SHOWED US THE TOP 5 HAIRCUTS STYLISTS AND CLIENTS ARE SEARCHING FOR ARE:

1. SHAG
2. BIXIE
3. PIXIE
4. BUTTERFLY LAYERING
5. FRENCH BOBS

FOR THIS REASON YOU WILL SEE THESE HAIRCUTS ON OUR CALENDAR FOR 2023, WE ARE TEACHING A COMBINATION OF THESE HAIRCUTS AROUND AUSTRALIA IN OUR 1 DAY HANDS ON WORKSHOPS.

WE'VE ALL WONDERED IF BIG BROTHER IS WATCHING AND NOW WE KNOW, THEY ARE!!!!



**KYLIE DWYER**

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# DAVINEWS

Australia

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# EARTH CALLING

*This April we celebrate Earth Month and our commitment to restoring our planet, with the launch of our second edition of our We Sustain Beauty Campaign.*

*The Grow Beautiful bag is our regeneration manifesto for climate action, crafted to bring everyone together through beauty for our planet.*



With the purchase of your Davines products you'll get the limited-edition GROW BEAUTIFUL Regenerative organic lifestyle bag and Davines will contribute up to 50.000€ to Rodale Institute to support its mission with regenerative organic agriculture.

## GIVE A GIFT WITH PURPOSE



MINIMUM ORDER VALUE APPLIES





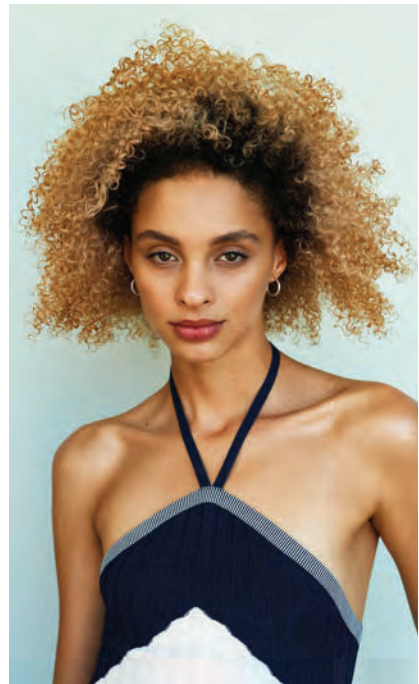


## ***CELEBRATING THE UNIQUENESS OF BLONDE HAIR***

*At Davines we believe that there is a beauty in diversity. We are all different, far beyond what is visible, in the depths of who we are. We are unstoppable, constantly evolving, even now. This is your story, too; let your hair tell it.*

Introducing the latest looks created by Hair Art Director, Tom Connell combining Davines View, Century of Light and Heart of Glass.

*Learn more about these sun-drenched looks and how to achieve them in the Blonde Story Salon Guide.*







## HEART OF GLASS RANGE EXTENSION

*To support blondes, both in salon and at home we have formulated a new product dedicated to care for our natural and cosmetically treated blonde hair.*

### **INTRODUCING OUR NEW HEART OF GLASS INSTANT BONDING GLOW**

A fast acting reinforcing extra shine treatment for blondes. The Bonding Glow instantly repairs and strengthens the hair cuticle, while promoting luminosity, plus extending colour duration and intensity.



#### **BENEFITS:**

**+37% Stronger hair  
against breakage**

**6.4X Luminous hair**

**Preserves the intensity  
of the colour up to 83%**

**Luminous colour  
up to 6 weeks**





*In collaboration with the Blonde Story Collection we have increased our assortment of View shades to support salons in servicing blondes, with three new shades from buttercream white to metallics.*

If you are interested in trialling a special package inspired by the A Blonde Story Collection tailored to servicing blonde hair, contact your local representative.







**GROW BEAUTIFUL**  
 WE'RE COMMITTED TO TAKING CLIMATE ACTION BY DEEPLY  
 INTEGRATING BEAUTY AND AGRICULTURE.



*We have always seen our hair care products as care-crafted windows to a more enriching world in which beauty and sustainability come together in the service of culture. Part of our responsibility as a family-owned, certified B Corporation is to push ever-forward to do our best for the world with inspired humility.*

In that spirit – and on our 40th anniversary – comes Grow Beautiful, the 2nd edition of We Sustain Beauty, our global socio-environmental campaign aimed at stimulating climate action through regenerative organic agriculture. It's a call for balancing environmental regeneration with your own personal growth through the purposeful choices you make; and an expression of our values and our hopes to grow a regenerative, renewed world on a heritage of deeply-rooted sustainability.

We Sustain Beauty – and the Grow Beautiful Regenerative Organic Lifestyle Bag – are both crafted to bring everyone together through beauty for the planet. Made with regenerative organic certified® cotton from Odisha, India, the Bag is a virtuous container for daily life, an amplifier of good. The cotton farming practices are thoughtfully aligned with the European Regenerative Organic Center in Parma, Italy, our groundbreaking collaboration with the Rodale Institute. The latest addition to the Davines Group Village, EROC is dedicated to sustainability research focused on carbon sequestration & biodiversity, farmer training and communication.



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**WE** sustain  
 beauty  
 Join us at  
 wesustainbeauty.com