pure

ISSUE 188 / AUGUST 2023

es o footprint

We have embraced our responsibility for change becoming the first haircare company in Australia to achieve a zero carbon footprint. Independently audited for our greenhouse emissions Pure Haircare is certified Carbon Neutral. Our investment in Western Australia's Yarra Yarra biodiversity project means we have planted over 30,000 native trees.



SINCE 2019









SINCE 2018 SINCE 2000



ELEVATING YOUR SALON EXPERIENCE WITH ORGANIC SCIENCE IN COLOUR

In the competitive realm of haircare, finding a brand that offers exceptional quality, stunning colour, and a commitment to clean formulations can be a game-changer for any salon. Pure Haircare goes above and beyond the conventional; it is a transformative experience that will elevate your salon and captivate your clients. Let's delve into what Pure Haircare truly means, and explain our tagline, "Organic Science in Colour," and why it sets us apart from the rest.

ORGANIC SCIENCE IN COLOUR

"Organic Science in Colour" is not just a tagline; it represents the essence of what Pure Haircare stands for. We blend the best of nature and advanced scientific techniques to create colour formulations that surpass expectations. Our organic science approach ensures that you can provide your clients with extraordinary colour results while embracing the purity and benefits of natural ingredients.

NOURISHING SHEA BUTTER

Pure Haircare with nourishing shea butter, renowned for its moisturising and conditioning properties. Shea butter helps to combat dryness, enhance hair's natural luster, and leave it feeling soft, manageable, and healthy. With Pure Haircare, you can provide stunning colour transformations while enriching the hair's vitality.

VIBRANT, LONG-LASTING RESULTS

Pure Haircare's commitment to quality means that our luxurious colours are not only captivating but also long-lasting.

Our advanced formulations deliver vibrant shades that resist fading, giving your clients confidence in their new look for weeks to come. With Pure Haircare, the brilliance and richness of your clients' hair will shine through with every application.

SUPPORTING SUSTAINABLE CHOICES

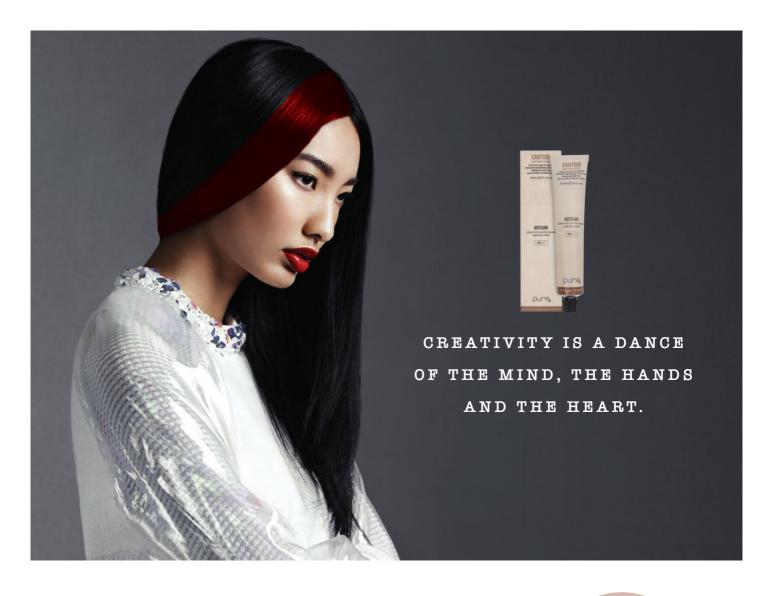
We understand the importance of sustainability in today's world. Pure Haircare is dedicated to supporting ethical and environmentally conscious choices. From responsibly sourced ingredients to eco-friendly packaging, we strive to minimise our impact on the planet. We are certified as a B Corp, which means we meet high standards for social and ethical responsibility. Hairjamm is a carbon neutral business that goes above and beyond to reduce its environmental impact and promote sustainability. By choosing Pure Haircare, you align your salon with a brand that shares your commitment to a cleaner and greener future.

EDUCATION AND SUPPORT

As your partner, Pure Haircare is committed to ensuring your success. We provide extensive educational resources and ongoing support to help you hone your skills and stay ahead of industry trends. Our comprehensive training programs empower you with the expertise to deliver stunning colour transformations and the confidence to exceed your clients' expectations.

Pure Haircare is more than just a hair colour brand; it is a beacon of excellence, clean formulations, and the fusion of organic science. With our commitment to exceptionally clean formulations, vibrant long-lasting results, sustainability, and our tagline "Organic Science in Colour," Pure Haircare offers a complete package that will elevate your salon to new heights.

Discover the transformative power of Pure Haircare and bring our exquisite colours, coupled with the purity of organic science, to your salon. Embrace a new era of salon excellence with Pure Haircare.



Artisan Creative Colour Cream

PPD & AMMONIA FREE DEMI PERMANENT ARTISTIC COLOURING SYSTEM

- AMMONIA FREE + PH NEUTRAL
- PPD FREE
- 100% CERTIFIED ORGANIC COMPLEX
- PHYTONUTRIENTS (SHEA BUTTER + GLYCERIN)
- DESIGNED TO BE USED ON PRE-LIGHTENED HAIR
- PASTELISE WITH CLEAR
- MICRO PIGMENT MOLECULES FOR INTENSE VIBRANT COLOUR
- INTERMIXABLE
- 100ML TUBE 1:1 MIX

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: 6 X ASSORTED PURE ARTISAN SHADES AT NORMAL DISCOUNT RECEIVE: 1 X PURE CRÈME PASTE LIGHTENER AT NO CHARGE



CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX























A royal glow, so vibrant and true,
An invitation to be daring and new,
To express yourself, to break free,
With purple locks, you'll truly see.



Winter Sweetpea 3 ways

PURE OPTIMISING COLOUR TREATMENT FORMULA



MIX PURE OPTIMISING COLOUR TREATMENT VIOLET BLUE WITH A VERY VERY SMALL AMOUNT OF PURE OPTIMISING COLOUR TREATMENT MULBERRY ORCHID TO KEEP YOUR BLONDE TONED AND VELVETY.



INFUSED WITH NOURISHING MACADAMIA OIL



PURE ARTISAN FORMULA



(FORMULATED FOR PRELIGHTENED LEVEL 8 AND LIGHTER. PRE-TONING IS OFTEN NECESSARY)

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX



















Act2



NETTLE EXTRACT

ALOE VERA EXTRACT THYME EXTRACT ALTHEA EXTRACT HORSETAIL EXTRACT ROSEMARY EXTRACT



NATURAL SHEA BUTTER

NATURAL GLYCERIN

PURE EVOLVE FORMULA









3g Purple Extreme

10vol

(FORMULATED FOR LEVELS 5-7)

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX





















NETTLE EXTRACT ALDE VERA EXTRACT THYME EXTRACT ALTHEA EXTRACT HORSETAIL EXTRACT ROSEMARY EXTRACT ORGANIC GREEN TEA NATURAL SHEA BUTTER NATURAL GLYCERIN



moisture balance to hair and scalp.

PLIABLE CREAM TO CREATE SHAPE

A versatile spreadable styling cream for medium hold and natural shine.

All Pure Haircare contains our exclusive 'pure organic complex' $^{\text{TM}}$

(certified 100% organic extracts).

We are reusing 100% Australian land waste plastic to make our bottles. We are committed to reducing Australian landfill.

We are proud to be a certified B Corporation. Sustainable haircare caring for our people and planet.

Skincare for the scalp to promote healthy hair growth, remove product build up, leaving scalp fresh and clean.



ASK YOUR AGENT ABOUT YOUR COPY OF OUR PURE **WINNERS STRUT CARD**

CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)











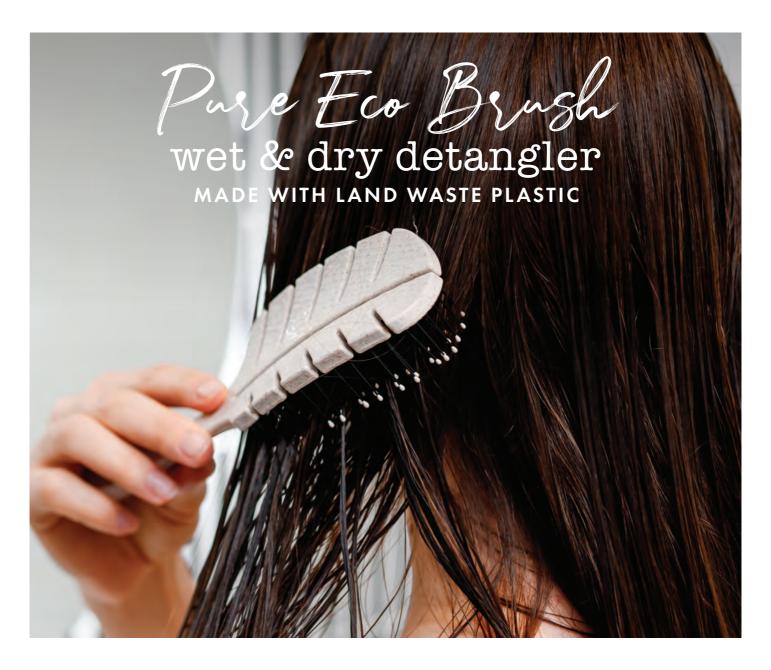












- Wet and dry detangler.
- (a) Gentle on hair and the environment.
- Minimise breakage.
- Untangle hair quickly.
- Suitable for fine and fragile hair.
- Use on wet or dry hair.
- Ultra soft flexible bristles.
- Ergonomic handle.
- © Curved to contour to your head and scalp.

value \$25.95 BUY: 18 ASSORTED PURE SHAMPOOS
AND CONDITIONERS AT LIST PRICE
RECEIVE: 9 PURE ECO BRUSHES NO CHARGE





ASK YOUR AGENT ABOUT YOUR COPY OF OUR PURE ECO BRUSH DOUBLE SIDED DISPLAY CARD WITH TIMBER STAND



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'™ (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













NEW WAVE OF HAIRCARE 'SKINIFICATIC

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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























SINCE 2000

SINCE 2021 SINCE 2018



DUO PACK

SHAMPOO + CONDITIONER

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

rrp from \$39.95



FULL VOLUME – RRP \$39.95 VALUE \$52.90 / SOFTLY NOURISH – RRP \$39.95 VALUE \$52.90 RADIANT COLOUR – RRP \$41.95 VALUE \$54.90 / MIRACLE SMOOTH – RRP \$41.95 VALUE \$54.90 HYALURONIC HYDRATE – RRP \$41.95 VALUE \$54.90 / BOND BLONDE – RRP \$45.95 VALUE \$59.90 BOND REPAIR – RRP \$45.95 VALUE \$59.90 / PEPPERMINT – RRP \$45.95 VALUE \$59.90 SILVER BLONDE – RRP \$47.95 VALUE \$61.90









EVERYTHING YOU NEED FOR GREAT HAIR LIMITED EDITION BARBER ART DUO

(ONTAINS 3 IN ONE TEA TREE WASH PLUS YOUR FAVOURITE BARBER ART WAX



special rrp \$24.95 VALUE \$44.90 / SAVE \$19.95



3 IN ONE WASH + SHAPING CREAM

Simplify your routine with 3 in One Tea Tree Wash, an all over convenient 3-in-1 shampoo, conditioner and body wash with tea tree oil.

- Flexible styling control
- Designed to give texture
- Creamy base glides in hair
- Natural shine, invisible in hair
- Washes out easily



3 IN ONE WASH + STYLING PASTE

Simplify your routine with 3 in One Tea Tree Wash, an all over convenient 3-in-1 shampoo, conditioner and body wash with tea tree oil.

- Medium hold and texture
- Versatile controlCreate texture and pieced
- Create texture and pieced out styles
- Semi matt finish



3 IN ONE WASH + FIBRE WAX

Simplify your routine with 3 in One Tea Tree Wash, an all over convenient 3-in-1 shampoo, conditioner and body wash with tea tree oil.

- Firm hold with strong tack
- Restyle throughout the day
- Traditional bold wax to control your style
- Semi matt finish



3 IN ONE WASH + SUPREME CLAY

Simplify your routine with 3 in One Tea Tree Wash, an all over convenient 3-in-1 shampoo, conditioner and body wash with tea tree oil.

- Maximum 24 hour hold
- Clay grip
- Reworkable shape
- Low shine
- Matt finish

MYTHS & TRUTHS ABOUT SCISSORS (CONTINUED - PART 3 OF 4 PART SERIES)

THERE IS SO MUCH DIFFERENCE IN WHAT PEOPLE SAY ABOUT THE **BEST TENSION FOR YOUR SCISSORS.**

If the tension is not correct the scissor either feels tight or the hair bends back through the blade when the scissor is too loose. Often hairdressers think they need new scissors but in actual fact they need to tension/oil them and care for them properly if they are good quality steel.

Very good quality scissors can last a lifetime if they are looked after. Each day that the scissors are being used to cut hair all day, they should be re-tensioned and oiled before using them again the next day.

How to tension your scissors is simple:

- 1. Hold scissors with the blade pointing up by the thumb loop and lift finger loop into a horizontal position.
- 2. Let go of the finger loop. The blade should fall slightly, an angle of 10-30 degrees between blades is ideal.
- 3. If the blade falls completely closed or less than 10 degrees, your tension is too loose.
- 4. If the blade doesn't move at all or if the angle is more than 30 degrees, the tension is too tight. You can adjust by using the tensioning screw, take it one click at a time and repeat the steps.

For more information on scissors you can contact me personally or head to our website, www.elitescissors.com Lylie Dwyer

Happy haircutting



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



EACH LIMITED EDITION PACK CONTAINS:

500ML FIX SHAMPOO, 500ML FIX CONDITIONER PLUS 200ML RESKU-ENZ LEAVE IN MOISTURISER

AVAILABLE IN:

DRY + DAMAGED SHAMPOO AND CONDITIONER

Moisturises, repairs + shines dry, damaged or weak hair. Gently cleanses and nourishes, adding strength and shine to all dry, damaged and weak hair. Suitable for fine hair.

COLOUR + CHEMICALLY TREATED SHAMPOO AND CONDITIONER

Moisturises, shines + protects coloured, permed or dry hair. Gently cleanses and nourishes, adding strength and shine to all dry, coloured and permed hair. Suitable for fine hair.

BLONDE + HIGHLIGHTED SHAMPOO AND CONDITIONER

Reduces unwanted yellow + gold tones in all types of blonde hair. Gently cleanses and nourishes, while reducing, yellow and gold tones in all types of blonde hair. Suitable for fine hair.

PLUS FREE TREATMENT:

RESKU-ENZ LEAVE IN MOISTURISER

An intense leave in moisturising cream with sunscreen protection to seal, nourish and defend against sun, chlorine and salt.



rrp \$32.95 / VALUE \$65.85

OUR ENVIRONMENTAL COMMITMENT

JUUCE HAIRCARE HAS A STRONG ENVIRONMENTAL FOCUS.

WE ARE SO LUCKY IN AUSTRALIA TO HAVE INSPIRATION SURROUNDING US,
FROM THE BUSH TO THE BEACH.

AUSTRALIAN MADE AND OWNED

We are a family owned and operated company that wears our Australian made and owned certification with pride.





SULPHATE, PARABEN AND GLUTEN FREE

We use environmentally friendly, plant based, clean and safe formulas to protect our people and planet.

ECO-FRIENDLY SUSTAINABLE PACKAGING

Juuce bottles are made from 100% recycled Australian land waste plastic. By doing this we are reducing the amount of plastic going to landfill in Australia, and promoting a circular supply chain.



VEGAN AND CRUELTY FREE

Juuce products are vegan and not tested on animals, we only test on humans.



PROTECT OUR PLANET AND PEOPLE

Our choices are made with consideration to their environmental impact, doing what we can to protect our planet and people.

CARBON NEUTRAL SINCE 2018

We are the first Australian haircare company to achieve a net zero carbon footprint.





CERTIFIED B CORPORATION SINCE 2021

We are the only Australian haircare company with B Corp certification, a symbol of our commitment to operating for the benefit of people and planet.

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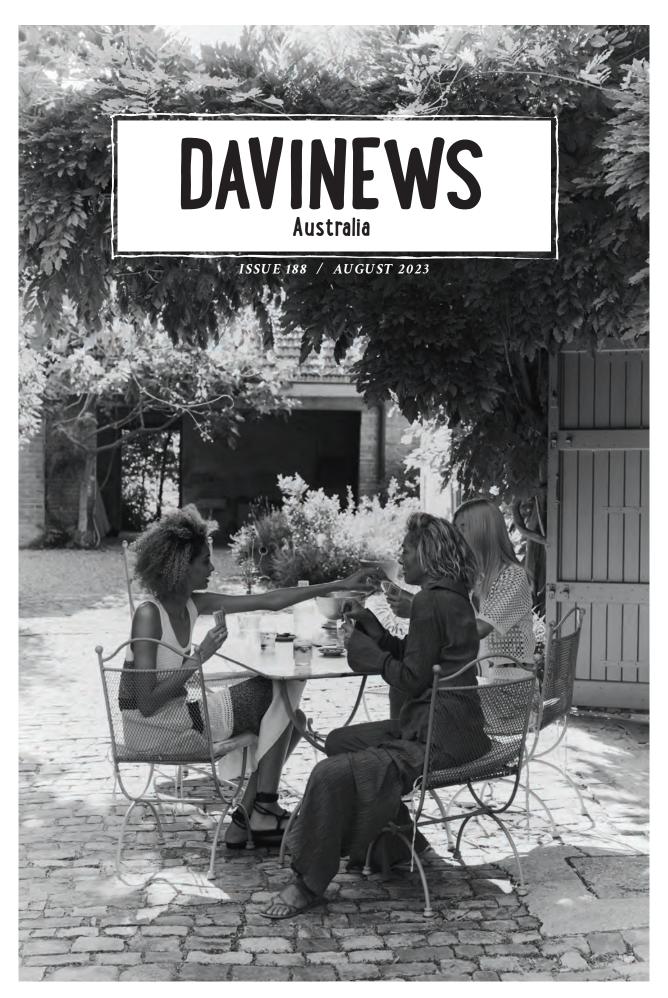
















Every purchase of a Davines Duo Pack will see \$2 donated to our partners at Blue Carbon Lab to support their research and management of Australia's Blue Ecosystems.

Very limited stock remains, available until sold out.

Sustainability features:

- Bag made with recycled cotton outer.
- RPET recycled polyester inner.
- Created through a sustainable and ethical supply chain.
- Naturality and biodegradable focused product formulations.
- Carbon neutral products.
- Plastic neutral products.













ESSENTIALS

with 250ml shampoo & conditioner AVAILABLE IN: NOU NOU / MINU / MELU LOVE CURL / LOVE SMOOTH / MOMO / DEDE

RRP \$74.95 / SAVE \$13.95

OI GIFT PACK

with 280ml OI shampoo & 250ml OI conditioner

RRP \$84.95 / SAVE \$14.95

HEART OF GLASS

with 250ml silkening shampoo & 250ml rich conditioner

RRP \$89.95 / SAVE \$15.94



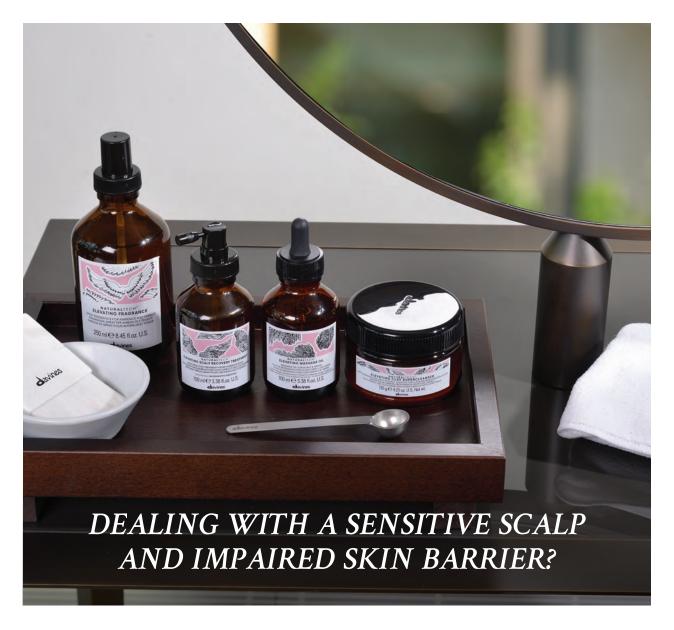
While we typically think of haircare as a means to treat our hair concerns, like dryness, oiliness, breakage, tone (the list goes on)... sometimes we neglect to think of our scalp care, and the importance this plays on maintaining beautiful and healthy hair.

WHY IS SCALP CARE SO IMPORTANT TO MAINTAINING HEALTHY HAIR?

The skin and scalp are host to thousands of live bacteria, forming the Microbiota, or known as the population of microorganisms. A well-balanced Microbiota is key to maintaining a healthy scalp!

If the skin barrier on our scalp in impaired or weakened, the hair and scalp can become exposed to a range of issues, including a dehydration, dermatitis, sensitivity, fragility and polluted scalp.

If you are experiencing signs of an impaired skin barrier and microbiota on the scalp, it is important that you are using products which treat these concerns, to ensure the issue is not being worsened!



Whether you're dealing with redness, itchiness or dandruff, with the Naturaltech Elevating range you can rebalance your irritated scalp, restoring the microbiota and the skin's protective barrier.

OUR SCALP CARE DUO YOU NEED

Elevating Recovery Scalp Treatment is our anti-itching and anti-redness spray, with Microbiotic Booster, to restore and maintain a healthy scalp ecosystem, with immediate and long-term moisturising and soothing effect.

Elevating Clay Supercleanser

is our super treatment made from 100% natural clay powder, designed to be mixed with Naturaltech shampoos for a deep scalp cleanse that can eliminate impurities, absorb excess oils, providing freshness and leaving the scalp perfectly clean.

SALON OFFER:

PURCHASE any 4 Naturaltech litres at your specified discount level RECEIVE 1 free Elevating Clay Supercleanser to use in salon.

VALUED AT \$81.30





WHY CHOOSE FINEST?

A FAST, SIMPLE DIRECT COLOURGentle colour system, without ammonia that does not require an activator.

A NON-COMMITTING COLOUR

The ideal introduction to colour services on natural hair, which allows a natural and gradual change of colour, trying new reflects that gradually fade in 8-10 shampoos.

A NATURAL COLOUR SYSTEM

It's the Davines' professional direct colour line, formulated with up to 98% natural derived ingredients.

Available to order in...





On stage we will be joined by acclaimed Davines International Guest Artist, Jesus Oliver, who has created his own style of cutting, known as Stylosophy, a blend of style and philosophy.

We are also proud to present Davines Australia's National Guest Artists', Jayne Wild and David McCulloch from Wildlife Hair.

Join us for an evening of learning and creativity from some of the best in the Davines Global community. Drinks and canapes included.

> 28 AUGUST 2023, 5:30PM THE WOOL MILL BRUNSWICK EAST, VIC \$295pp

Limited tickets remain, don't miss out!

Contact education@hairjamm.com to secure your tickets.