

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 186 / JUNE 2023

- ✿ Sustainable haircare caring for our people and planet.
- ✿ B Corp certified since 2021
- ✿ Proudly Australian made and owned.
- ✿ We have rescued over 31.5 tonnes of plastic from reaching Australian landfill.
- ✿ Our carbon footprint is zero, we are the first carbon neutral Australian haircare company.
- ✿ We have planted 2.2million bee friendly plants.
- ✿ 100% certified organic extracts.



SINCE 2019



SINCE 2021



SINCE 2018



SINCE 2000





# New Colour & Chart

## Instant Tones 5 minute toners

PPD & AMMONIA FREE FAST ACTING  
DEMI PERMANENT COLOUR

- Ammonia Free + pH Neutral
- 100% certified organic complex
- PHYTONUTRIENTS (SHEA BUTTER + GLYCERIN)
- PPD FREE
- no base break
- versatile, intermixable toning system
- 100ml tube 1:2 mix

Instant Tones Crème is the perfect blonde addition for toning. It will create soft vanilla tones to lightened hair on a 9 level or lighter. Perfect for achieving soft tones and mixing with our other instant Tones for endless creative options.

Trending Blonde shades can be achieved with the formulas opposite using the new shade Crème.

**BUY 1 PURE PLEX AND  
1 ACTIVATOR 0 AT LIST PRICE  
RECEIVE 1 INSTANT TONE CRÈME  
+ 5 ADDITIONAL INSTANT TONE SHADES  
OF YOUR CHOICE + NEW COLOUR CHART  
NO CHARGE**



### 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

Trending blonde shades using new colour Crème

## Champagne Blonde

THE SOFTEST BLUSH OF ROSE



1/2 CRÈME

+



1/2 ROSE GOLD

## Buttercream Blonde

SUBDUED HUES OF WARMTH



1/2 CRÈME

+



1/4 BEIGE

+



1/4 CLEAR



## Frosted Blonde

BRIGHT AND LIGHT FROSTY TONES



1/2 CRÈME

+



1/2 PEARL



# Evolve Rusted Crimson



30g 4.5

+



10g 6.66

+



60g 10vol

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ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

pure  
ORGANIC CERTIFIED  
COMPLEX

purehairaustralia.com  





# 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>™</sup> (CERTIFIED 100% ORGANIC EXTRACTS).
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REVIVE, PROTECT AND SHINE.

**BUY 6 FLOURISH TREATMENTS  
RECEIVE 1 FLOURISH TESTER  
NO CHARGE**

rrp \$34.95

Perfect bed partner...

Pure satin soft pillowcase deal

**BUY 6 SHAMPOOS + 6 CONDITIONERS AT LIST PRICE  
GET 6 SATIN SOFT PILLOWCASES NO CHARGE**

VALUE  
**\$29.95**



## BENEFITS:

- ANTI-FRIZZ.
- ANTI-BREAKAGE.
- ANTI-AGEING.
- BEAUTIFUL SILKY SMOOTH PILLOWCASE REDUCES FRICTION WHILE YOU SLEEP.
- HELPS TO MAINTAIN YOUR HAIR'S MOISTURE, MEANING LESS FRIZZ AND LESS BREAKAGE.
- PREVENTS TANGLES, BREAKAGE, WRINKLES AND CREASES.
- NOT ONLY GENTLE ON YOUR HAIR, BUT ALSO YOUR SKIN, LASHES AND BROWS.





**BUY 6 GODDESS SHAMPOO 300ML + 6 GODDESS CONDITIONER RECEIVE 1 FREE SACRED MASK 1 LITRE**

## ULTRA SOFT HYDRATION THERAPY FOR WINTER HAIRCARE

WHEN THE MOISTURE LEVEL IN THE AIR DROPS, YOUR HAIR TENDS TO BECOME DRY AND BRITTLE, IT PICKS UP ELECTRICAL CHARGE FROM THE DRY AIR CAUSING IT TO STAND UP AND WE OFTEN FIND THAT OUR SCALP IS MORE LIKELY TO BECOME DRY AND ITCHY. CHOOSING A SHAMPOO AND CONDITIONER WITH EXTRA HYDRATION DURING THE COOLER MONTHS, PARTICULARLY WITH THE ADDITION OF OILS LIKE ARGAN AND MARULA OIL AND ENRICHING SHEA BUTTER WHICH ADD NUTRIENTS TO THE HAIR, WILL ASSIST IN RESTORING A HEALTHY MOISTURE BALANCE TO HAIR AND SCALP. ORGANIC MOISTURISING AND CALMING EXTRACTS ARE SOOTHING AND GENTLE.

GODDESS SATURATES HAIR WITH INTENSIVE MOISTURE AND SEALS IT IN. IT SOFTENS AND DEEPLY CONDITIONS LEAVING SMOOTH, SILKY AND HEALTHIER HAIR.

- ORGANIC SHEA BUTTER, ARGAN OIL AND MARULA OIL RESTORE MOISTURE LOSS CAUSED BY NATURAL ELEMENTS, REGULAR CHEMICAL TREATMENTS OR FREQUENT HEAT STYLING.
- ENRICHED WITH SELECTIVE TREATMENT OILS TO REJUVENATE AND RESTORE HEALTHY MOISTURE BALANCE TO HAIR AND SCALP.
- INFUSE STRANDS WITH ESSENTIAL HYDRATION AND MOISTURE DELIVERING SERIOUSLY SILKY, SOFT RESULTS.

rrp \$36.95 (each 300ml)

*Winter hydration with Goddess*

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 Plumberry



## REGROWTH



10g 4.6

+



10g 4.22

+



30g 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

# Satin Soft



1/2 BEIGE

1/2 DUSKY ROSE



Our carbon footprint is zero  
We are the first carbon neutral  
Australian haircare company.  
To date we have planted over 30,000  
native trees through our Yarra Yarra  
biodiversity project in Western Australia.

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)



HAIRCARE FOR EVERYONE

# JUUCE

ISSUE 186 / JUNE 2023



BEAUTIFUL BLONDES START WITH BOND BLONDE SHAMPOO AND CONDITIONER FILLED WITH STRENGTHENING AND PROTECTING BOND REPAIR, HYALURONIC ACID AND HYDROLYZED RICE PROTEIN. BLUE VIOLET PIGMENTS REDUCE GOLD AND YELLOW TONES IN ALL TYPES OF BLONDE HAIR.



**juuce**  
for thirsty hair

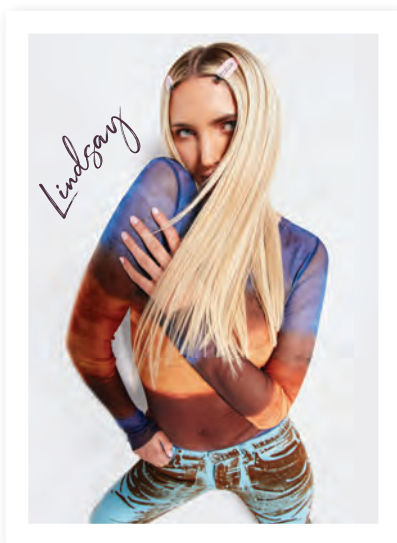
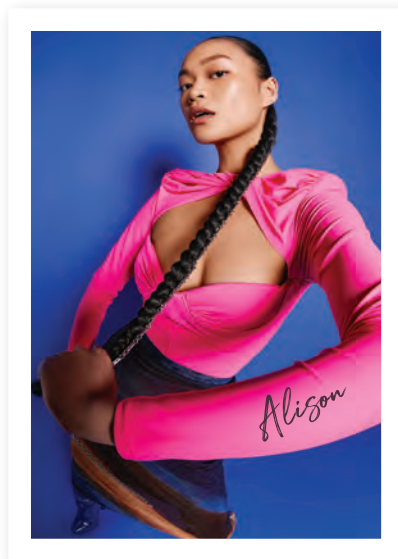




# HAIRCARE FOR EVERYONE

The Juuce Haircare 2023 Campaign photoshoot was set in Melbourne City, known for its gorgeous scenery, being culturally diverse and stunning architecture. The collection is named 'Haircare for Everyone', celebrating a community of inclusiveness, individually and sustainability. Juuce Haircare is an accessible go-to haircare range to suit all people and hair types. The campaign embodies embracing individuality and accepting everyone, it's our belief we are better together!

Thank you to the tremendous team who came together to collaborate and create the collection for Juuce Haircare – 'Haircare for everyone'.









WITH  
HYDROLYZED  
RICE  
PROTEIN

# 2 IN ONE KAKTIS

Hydrating  
styling cream  
moisturise and  
control frizz.



MOISTURISING STYLING CREAM WITH A LIGHT HOLD HELPS HYDRATE AND CONTROL FRIZZ IN DRY, FRIZZY OR WRECKED HAIR. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

# HYALURONIC HYDRATE

WITH  
HYALURONIC ACID  
+  
HYDROLYZED  
RICE PROTEIN

## MOISTURISING SHAMPOO AND CONDITIONER

INSTANTLY BEGINS TO RESTORE NATURAL MOISTURE AND PROTEIN BALANCE TO ALL HAIR TYPES. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

## BOOSTED WITH HYDRATING HYALURONIC ACID



HYDRATES THE HAIR AND SCALP, WHILE ALSO REDUCING FRIZZINESS. THE MOISTURE-BINDING PROPERTY OF HYALURONIC ACID IS BENEFICIAL TO ALL HAIR TYPES AND TEXTURES, BY HELPING RETAIN THE PROPER BALANCE OF LIPIDS, HUMECTANTS AND PROTEINS REQUIRED FOR HEALTHY HAIR.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS





# CELEBRATING THE EVOLUTION OF JUUCE HAIRCARE WITH OUR SALONS

## JUUCE HAIRCARE FOR EVERYONE



THE PERFECT FUSION  
OF NATURAL  
AUSTRALIAN BOTANICALS  
+ SCIENCE-BASED  
CLINICALLY PROVEN  
ACTIVE INGREDIENTS.





# HAIRCARE FOR EVERYONE



OUR JUUCE SOFTLY NOURISH SHAMPOO AND  
CONDITIONER IS FOR ALL HAIR TYPES.

A NOURISHING BLEND THAT PROVIDES NUTRITIONAL QUALITIES  
IMPROVING MANAGEABILITY, SHINE, MOVEMENT AND  
EXTREME SOFTNESS. NOURISH, STRENGTHEN AND REPLENISH  
ALL HAIR TYPES.

ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

BOOSTED WITH KEY ACTIVES:  
HYDROLYZED RICE PROTEIN AND  
ARGAN OIL REPLENISH AND RESTORE  
VITAL NUTRIENTS FOR HEALTHY HAIR.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



## SUPER SOFT HYDRATION

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

PROVIDING ANTI-AGEING  
MOISTURISING AND  
SMOOTHING PROPERTIES





# MYTHS & TRUTHS ABOUT SCISSORS CONTINUES! PART 2 OF 4 PART SERIES

**LAST MONTH I UNVEILED THE TRUTH ABOUT THE LENGTH OF YOUR SCISSORS, THIS MONTH I WILL CHAT ABOUT THE HANDLE AND THE FINGER HOLES.**

The myth is that the handle and finger holes increase in size as the blade becomes longer, a bit like shoe sizes, some stylists think a 5-inch scissor is for small hands and a 7 inch scissor is larger for larger hands.

The fact is that the handle remains the same and the finger holes also remain the same, if you have small fingers, you can use finger inserts, they are available in various sizes so you can adjust the finger hole to suit your hand size.

A scissor with a shorter blade is thought to be generally lighter and more manoeuvrable, but ultimately the choice is up to the individual, you should look for high quality steel, ergonomic design, easy to tension blades, balance, and overall comfort of use.

For those that may not know, I have spent the past 3 years designing my own range of scissors (Elite Scissors) that are ergonomically sound and have the highest of quality in the steel grade and performance. As an expert cutting education I really know what is needed to create perfect haircuts for our clients.

Hope you are enjoying myth and truth about your scissors, and I will be back in July for more myths and truths, stay tuned.

*Kylie Dwyer*



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

## 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.

**NEW HEAD OFFICE HOURS ARE MONDAY TO FRIDAY 8AM - 4PM (AEST) / SATURDAY & SUNDAY CLOSED  
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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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# DAVINEWS

Australia

*ISSUE 186 / JUNE 2023*



# *SUSTAINABILITY FROM LAND TO OCEAN*

For the last few years in Australia we have strived to think about sustainability on a global scale, while taking action through local initiatives. Our annual sustainability campaign has been our pillar to educate our community on organisations which are working to create a better world. Our recent sustainability focus globally has been centred on Regenerative Organic Agriculture in collaboration with the Rodale Institute, with this launching our first climate action campaign, We Sustain Beauty.

In 2023 we will be partnering with Deakin University's Blue Carbon Lab to support their mission of mitigating climate change through carbon sequestration, while supporting marine life & biodiversity in Australia.

## ***WHAT IS BLUE CARBON?***

Blue carbon ecosystems, referred to coastal wetlands are powerful in their ability to store and capture carbon dioxide emissions, acting as a natural carbon sink helping to offset emissions. Outstandingly, coastal wetlands are able to trap carbon 30-50 times faster than forests! Through supporting organisations, like Blue Carbon Lab who manage and support coastal wetlands, enhancing biodiversity of these areas, protecting coastlines from erosion and expediting the rate we can store carbon, we are able to positively contribute to our environment and the fight against climate change!

***Want to learn more about their mission?***

***[www.bluecarbonlab.org](http://www.bluecarbonlab.org)***

***@bluecarbonlab***



**Blue Carbon Lab**



# THE OCEAN KEEPER IN ME

BECOME AN OCEAN KEEPER 2023

**SUPPORT OCEAN REGENERATION IN THE FIGHT AGAINST CLIMATE CHANGE!**

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. Available for pre-order from June 1st

### 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**

Limited edition promotion, available while stock lasts.

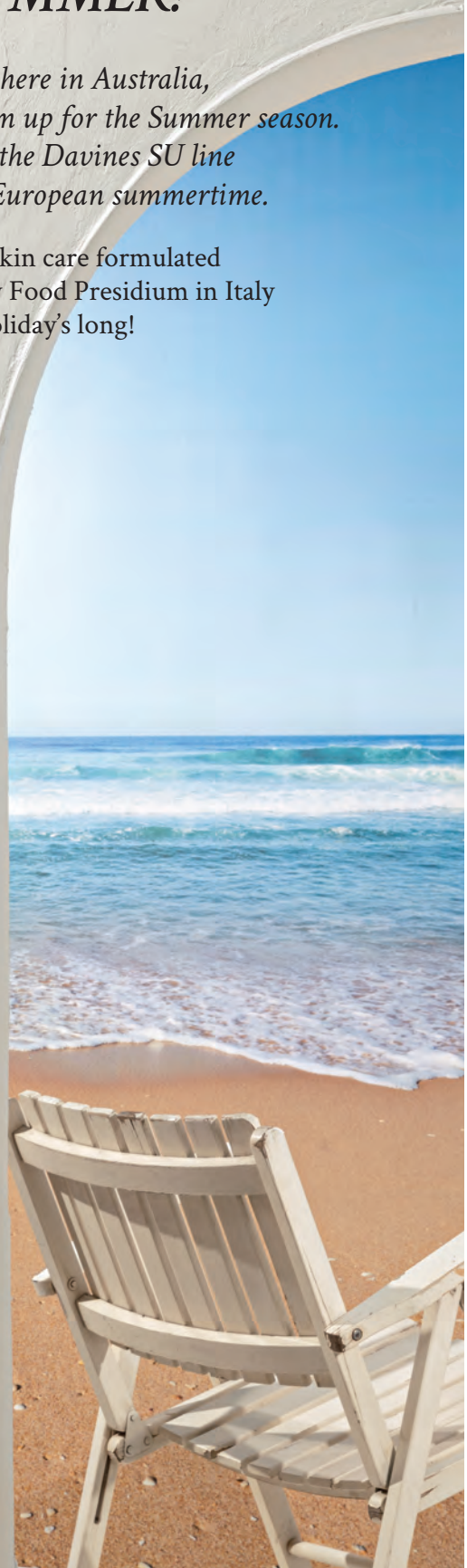


## ESCAPING WINTER FOR A EUROPEAN SUMMER?

*While the cold weather is upon us here in Australia,  
the northern hemisphere is beginning to warm up for the Summer season.*

*If you plan to be soaking in the sun, the Davines SU line  
has you covered, our line designed for European summertime.*

With products dedicated to hair and skin care formulated  
with Cirtus Myrtifolia Extract from a Slow Food Presidium in Italy  
to enhance your GLOW all holiday's long!







*The Heart of Glass Instant Bonding Glow treatment joins the core blonde line to act as the perfect addition to salon servicing for all blondes. The formula is enriched with the Biacidic bond complex and illuminating amino concentrate to strengthen and repair the hair fibre, while giving extra shine & brightness to the hair, all with no processing time.*

### **HOW TO USE BONDING GLOW IN SALON?**

Ideal for use post Century of Light colour service and View toning to strengthen the hair fibre and extend duration of colour longevity.

Simply wash with the Silkening Shampoo, proceed to tone with View, then rinse and apply Instant Bonding to mid-lengths and ends, combing through and following with the Intense treatment of Rich Conditioner depending on hair needs.

*Available to order now.*







***AN EVENING WITH DAVINES***  
***WITH INTERNATIONAL ARTIST, JESUS OLIVER AND***  
***WILDLIFE SALONS' JAYNE WILD AND DAVID MCCULLOCH***

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.

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

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\*Loyalty discounts apply\*

Contact [education@hairjamm.com](mailto:education@hairjamm.com) to secure your tickets.