

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 185 / MAY 2023

*100% certified
organic extracts*

We support Australian farmers.
Organic farming is better for
the climate and boosts
biodiversity.



Evolve Copper Glow



10g 6.44

+



10g 7.46

+



10g Extreme Copper

+



45g 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

Perfect bed partner...



get your beauty sleep...

Pure satin soft pillowcase deal

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

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.

VALUE
\$29.95

... gentle, soft, kind and lovable!

Mother's day gift idea



Pure haircare gift packs

LIMITED EDITION PACK CONTAINS:

300ML PURE SHAMPOO AND CONDITIONER PLUS 150ML 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

rrp \$75.95 / value \$112.85 / 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



TO DATE WE
HAVE RESCUED OVER
29 TONNES OF PLASTIC
FROM REACHING
AUSTRALIAN
LANDFILL

Evolve Golden Rush



10g 8.43

+



10g 9.78

+



30g 10vol

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NATURAL GLYCERIN

pure
ORGANIC CERTIFIED
COMPLEX

purehairaustralia.com  

PURE COLOUR OPTIMISING TREATMENT RECIPE

Havana Brunette

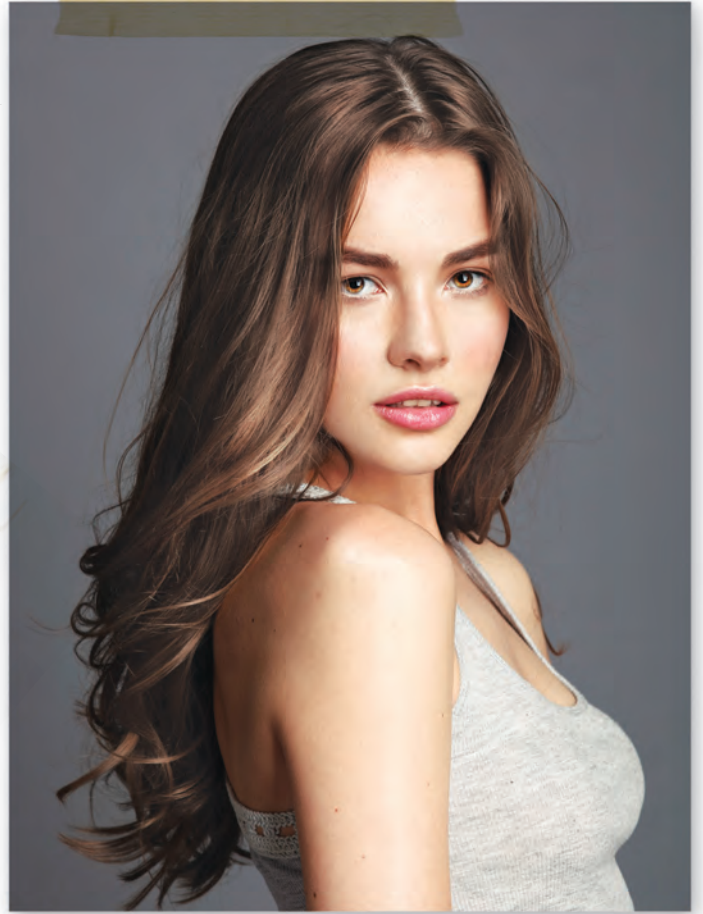


3/4 BEIGE

+



1/4 CHOCOLATE



To date we have rescued over 29 tonnes of plastic from reaching Australian landfill. This is equivalent to the weight of 7 heavy elephants or 5.88 million plastic water bottles.

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



Like us on facebook and stay up-to-date with everything Pure
www.facebook.com/purehaircareaustralia



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

NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

JUUCE

ISSUE 185 / MAY 2023

Our exciting
fresh and new
Juuce haircare
repack has
launched!



juuce
for thirsty hair

Our brand is passionate about hair, inclusivity, individuality and sustainability.



WELCOME TO OUR EXCITING NEW JUUCE REPACK



HAIRCARE FOR EVERYONE

Juuce is an accessible go-to haircare range to suit all people and hair types.

Contact your agent to see our new range and for more information on opening deals.



JUUCE SHAMPOOS FROM \$25.95

WITH
HYDROLYZED
RICE
PROTEIN



SOFTLY NOURISH

FOR ALL HAIR TYPES

PROVIDES NUTRITIONAL QUALITIES
IMPROVING MANAGEABILITY, SHINE,
MOVEMENT AND EXTREME SOFTNESS.
NOURISH, STRENGTHEN AND REPLENISH
ALL HAIR TYPES. ANTI-HEAT + UV
+ HUMIDITY + OXIDATION PROTECTION.

WE FORMULATE DIFFERENTLY

WE HAVE CREATED GENTLE, LUXURIOUS, VEGAN FRIENDLY FORMULATIONS. COMPLETELY FREE FROM SULPHATES, PARABENS AND GLUTEN, USING THE HIGHEST QUALITY INGREDIENTS, INCLUDING ANTIOXIDANT-RICH AUSTRALIAN BOTANICALS AND CLINICALLY PROVEN ACTIVES.

CLINICALLY PROVEN KEY ACTIVE INGREDIENTS



NOURISHING HYDROLYZED RICE PROTEIN

One of the oldest and most important sources of nutrients and proteins, valued for its gentle characteristics for sensitive skin. Rich in nourishing amino acids that enhance natural shine while mending and moisturising the hair from root to tip.



STRENGTHENING AND PROTECTING BOND REPAIR

Juce bond repair technology protects the bonds against initial breakage and repairs broken bonds from severe damage caused by bleaching, over processing and extreme flat irons. The active repair ingredient acts by protecting existing disulphide bonds, as well as reconnecting broken ones.



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.



NATURAL AUSTRALIAN BOTANICALS



PROTECTING DANDELION

A rich source of vitamin A, C, E and B-complex vitamins. Every part of the dandelion plant is rich in antioxidants that prevent free-radical damage.



MOISTURISING ALOE VERA

Contains proteolytic enzymes which act as a moisturiser to leave hair smooth and shiny. It promotes hair growth, prevents itching on scalp and reduces dandruff.



COLOUR EXTENDING KAKADU PLUM

Australia's super natural ingredient performer with antioxidants. It is believed to provide the most powerful natural anti colour fade treatment.



REPAIRING WATTLE SEED

Contains high levels of amino acids to help repair and promote youthful hair. The powerful antioxidants encourage elasticity and suppleness in ageing cells.



SMOOTHING DESERT LIME

An anti-humectant with high levels of glycosides for hydrating and promoting smoother, softer looking hair. It also assists in blocking out short UV rays.



NOURISHING QUANDONG

Super high in antioxidants, which are important for fighting free-radicals. Quandong contains vitamin C and E which are essential for the growth of healthy cells.

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.

NEW



WITH
PEPTIDE PEA
PROTEIN
+
ALOE VERA



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



ASK YOUR JUUCE AGENT FOR OPENING DEALS



STRENGTHENING AND PROTECTING BOND REPAIR

Juuce bond repair technology protects the bonds against initial breakage and repairs broken bonds from severe damage caused by bleaching, over processing and extreme flat irons.

The active repair ingredient acts by protecting existing disulphide bonds, as well as reconnecting broken ones.



BOND BLONDE

TONING AND STRENGTHENING SHAMPOO AND CONDITIONER

CONTAINS BLUE VIOLET PIGMENTS TO REDUCE GOLD AND YELLOW TONES IN ALL TYPES OF BLONDE HAIR, WHILST ALSO NOURISHING AND ADDING MOISTURE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

WITH
BOND REPAIR
+
HYALURONIC
ACID
+
HYDROLYZED
RICE PROTEIN

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



Corporation

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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Like us on facebook and stay up-to-date with everything Juuce
www.facebook.com/juucehaircare

 [juuce_haircare](https://www.instagram.com/juuce_haircare) / [juucehair.com](https://www.juucehair.com)

DAVINEWS

Australia

ISSUE 185 / MAY 2023



Oi Liquid Luster is our W-O-W effect high shine and moisturizing treatment in the best-selling Oi haircare line.

It is a treatment with a water-like liquid texture, making hair soft, shiny and hydrated in seconds. The formula is enriched with Roucou oil from the Amazon, known for its powerful antioxidant properties, Liquid Luster gives an instant visible cosmetic result for all hair types.

Now available in travel size 100mL for silky soft hair no matter where your journey takes you.





A MOMENT OF ABSOLUTE BEAUTY WITH EVERY SERVICE...

**OI LIQUID LUSTER IS THE IDEAL SERVICE OFFERING FOR YOUR SALON
WHENEVER YOU NEED A BOOST OF SHINE AND SILKINESS IN NO TIME!**

*To promote Oi Liquid Luster Services in-salon and allow client's to sample
the mini-size at home we have curated the following salon offer.*



PURCHASE

1x Oi Shampoo 1L, 1x Oi Conditioner & 2x Oi Liquid Luster 300mL Tester's.

At your specified deal level

+



RECEIVE

6x Oi Liquid Luster 100mL
Valued at RRP \$30.95 each

*Scan to discover our
Davines Oi Liquid
Luster Treatment service
at Society Salon.*



REEL SHARED ON 18 AUGUST 2022
BY DAVINES_AUSTRALIA

SUGGESTED IN SALON OFFER

*Add a Davines Oi Liquid Luster Treatment to any service
and receive a travel size Oi Liquid Luster 100mL,
Valued at \$30.95 complimentary*

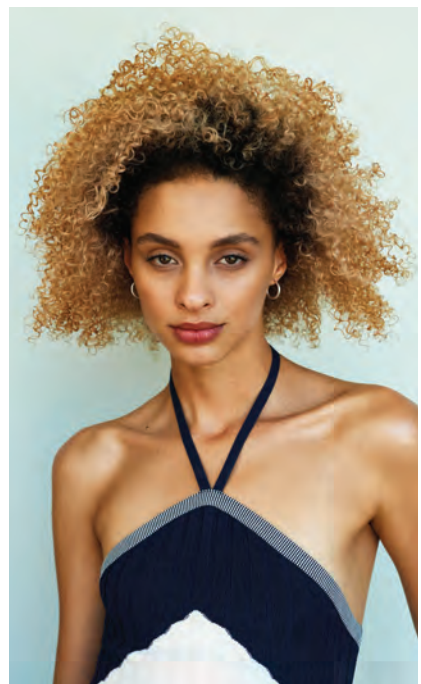


CELEBRATING THE UNIQUENESS OF BLONDE HAIR

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**

RRP \$74.95



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.



EARTH CALLING

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

Certified



Corporation

MINIMUM ORDER VALUE APPLIES



RODALE
INSTITUTE



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 and biodiversity, farmer training and communication.



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@DAVINESOFFICIAL



WE sustain
beauty
Join us at
wesustainbeauty.com