

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure


ISSUE 194 / MARCH 2024

## *Autumn Colour*

Beautiful new Pure shades and products  
for gorgeous Autumn hair.

pure  
ORGANIC CERTIFIED  
COMPLEX 





Experience the beauty of  
Pure Organic Science in Colour  
clean beauty hair colour,  
harnessing nature's power.

**pure**  
ORGANIC CERTIFIED  
COMPLEX

*organic science in colour*

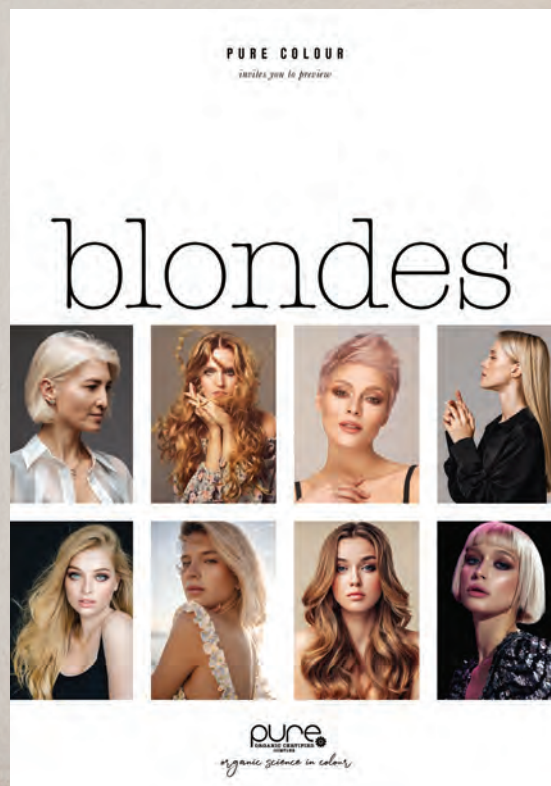


# Beautiful blondes start with Pure Colour

From platinum blonde, to honey blonde,  
this captivating look book showcases the mesmerising  
world of blonde hair. Embracing the beauty of its uniqueness  
and celebrating its remarkable diversity,  
this collection is a true ode to all shades of blonde.

Experience the beauty of Pure Colour  
formulated with our exclusive 100% certified organic complex  
and powerful phytonutrients to create a naturally enhanced  
supreme bio-colouring system.

Ask your sales agent for your copy  
of our Pure Colour Blondes look book.



**pure**  
ORGANIC CERTIFIED  
COMPLEX  
*organic science in colour*



**NEW PURE SHADES**

# blondes

Introducing seven beautiful new blonde shades  
that have now joined our extensive Pure colour range.

It's time to get creative and embrace the beauty  
of these new on-trend blonde shades.



**10.0**



**8.93**



**10.39**



**10.7**



**8.23**



**9.23**



**9.11**

All shades available in Evoke and Evolve except 9.11 which comes in Evoke only.



Tinseltown / Shutterstock.com

Take inspiration from these celebrity blondes with beautiful blends using our new on-trend Pure blonde shades.



9.23



7.9

**ROOTS**

+



8.93

**MELTED INTO**



10.39



Featureflash Photo Agency / Shutterstock.com





Kathy Hutchins / Shutterstock.com

**PRELIGHTENED  
AND TONED WITH  
EVOKE**



10.0

**ROOTS**



8.23

**MELTED INTO**

+



9.23



10.7



Ron Adar / Shutterstock.com

# pure FOIL

100% RECYCLABLE  
PRECUT EMBOSSED FOIL - DESIGNED FOR GRIP  
12.5CM X 27CM - 13 MICRON - 500 SHEETS

**Introducing our “Self-Love”  
hair colouring foil, designed to infuse  
your salon with positive energy  
and promote self-care.**

This delightful soft peach-toned foil is adorned with enchanting images, flowers, birds, women silhouettes, angel number 111 and empowering words that will inspire and uplift you throughout the day.

The inclusion of a bird symbolises freedom, intuition, and the ability to soar to new heights.

The presence of angel number 111 serves as a reminder to stay true to yourself, follow your intuition and find joy and happiness in every moment.

The moon is a gentle reminder that even in the darkest times, there is always a sliver of light to guide us.

Choose “Self-Love” – the hair colouring foil that not only enhances your creativity but also nourishes your soul.

**\$24.95** inc gst  
per box / 500 sheets





# Pure 'Self Love' merchandise

This collection embodies the essence of self-care, celebrating individuality and showcasing the transformative power of Pure Organic Haircare products. Ask your sales agent for more information on how to get your new salon merchandise.



DOUBLE SIDED SALON DOOR OPEN/CLOSED SIGN



MESH BANNERS 1400MM X 600MM

**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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HAIRCARE FOR EVERYONE

juuce

ISSUE 194 / MARCH 2024

# AUTUMN HAIR

SEE INSIDE FOR BEAUTIFUL NEW TREATMENT AND STYLING PACKS  
TO CARE FOR HAIR AS THE WEATHER GETS COOLER.

juuce  
for thirsty hair



# 1 MINUTE TREATMENT TRIOS

EACH PACK CONTAINS 300ML JUUCE SHAMPOO AND CONDITIONER  
PLUS 150ML JUUCE 1 MINUTE TREATMENT

rrp from \$57.90

VALUED FROM \$89.85



**SUSTAINABLE HAIRCARE PROTECTING PEOPLE AND PLANET**

**AVAILABLE IN NINE VARIANTS:**

FULL VOLUME / SOFTLY NOURISH / RADIANT COLOUR / MIRACLE SMOOTH  
HYALURONIC HYDRATE / BOND BLONDE / BOND REPAIR / SILVER BLONDE / PEPPERMINT

**V/OGAN**

**WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES**



# JUUCE STYLING DUO PACKS

rrp \$35.95

## DOUBLE UP THICKEN + AMP IT UP VOLUME DUO PACK

FOR BODY AND  
BOUNCE

VALUE \$61.90



## BOOST CURL KINKY + CURLS TO STRAIGHT DUO PACK

FOR SOFT SMOOTH  
CURLS

VALUE \$60.90



## DRY HEAT GUARD + CONTROL SCULPT LOTION DUO PACK

FOR BEAUTIFUL BLOW OUTS

VALUE \$54.90

**Vegan**

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES



# HYDRATING REVIVA CREAM

## LEAVE IN MOISTURISER

### 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



HAIRCARE FOR EVERYONE

# GIVE YOUR SALON A MAKEOVER WITH OUR NEW JUUCE MERCHANDISE

AS AN AUSTRALIAN OWNED AND OPERATED BUSINESS, JUUCE HAIRCARE TAKES PRIDE IN SUPPORTING LOCAL COMMUNITIES AND MAKING A POSITIVE IMPACT ON THE AUSTRALIAN ECONOMY. THIS EXTENDS TO OUR AUSTRALIAN MADE SALON MERCHANDISING AND COLLATERAL PRODUCED HERE IN BRISBANE.

Not only are we proud Aussies, but we are also proud to be a family business, committed to providing high quality haircare products that will help people across the country look and feel their best. That means that we put our heart and soul into each and every product, ensuring that every customer gets the best possible experience.

Juuce Haircare is everything you could want in an Aussie owned and operated brand: passionate, dedicated, and committed to providing high quality products that will make your hair look and feel amazing!

*Cheers to good hair days and sustainability!*



DOUBLE SIDED  
SALON DOOR OPEN/CLOSED SIGN



MESH BANNERS  
1400MM X 600MM



ASK YOUR SALES AGENT FOR MORE INFORMATION ON HOW TO GET YOUR NEW SALON MERCHANDISE



# TIME MANAGEMENT FOR EMERGING HAIR STYLISTS

(PART 1 OF 2)

AS AN EMERGING HAIR STYLIST, MASTERING THE ART OF TIME MANAGEMENT IS CRUCIAL FOR NOT ONLY THE SALONS SUCCESS BUT ALSO THE SANITY OF THE OWNER AND THE STYLISTS. IN THE FAST-PACED WORLD WE ARE LIVING IN CLIENTS EXPECT PUNCTUALITY, EFFICIENCY, AND TOP-NOTCH SERVICE.

IN THIS PART 1 I WILL SHARE 2 OF MY 4 TIPS TO HELP YOU NAVIGATE THE COMPLEXITIES OF TIME MANAGEMENT WITH AN EMERGING STYLIST, WHICH ALL COMES DOWN TO TRAINING AND CONFIDENCE.

## 1. SET CLEAR GOALS

Before an apprentice can go on the floor, there needs to be many months if not years of practice. In the beginning, outline your short-term and long-term goals of their training.

What do you aim to achieve in the first month? Six months? Year? Having a clear vision on the skills and time needed to perform them will help everyone achieve the salon goal.

## 2. EMBRACE YOUR EDUCATORS

In my opinion there is a 3 way partnership to get an emerging stylist on the floor confidently. If the foundation training is not thorough there will always be doubt.

The salon owner is the CEO and needs to be in charge and responsible for sharing and implementing the salon training plan with :

1. Tafe/college educators engaged.
2. Product company educators.
3. External experts (Like me, Scissor Licence cutting program).

Happy planning and I look forward to sharing Part 2 with you next month.

Feel free to DM me @elitehaireducation if you would like some help with this. After owning a salon for 21 years and educating 60 apprentices myself I know the exact formula needed.

*Love Kylie*



Educator / Keynote Speaker

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kyliedwyer@elitehaireducation.com

www.elitehaireducation.com

**@JUUCE\_HAIRCARE X @PURE\_HAIRCARE**

# GIVEAWAY



FOLLOW BOTH ACCOUNTS, LIKE THE POST AND TAG YOUR FRIENDS AND FAMILY IN THE COMMENTS SECTION. WE ARE GIVING AWAY ONE OF EVERY JUUCE AND PURE PRODUCT TO ONE OF YOU!

**head to @juuce\_haircare to find out how to enter**

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# DAVINEWS

Australia

ISSUE 195 / MARCH 2024

## B THE CHANGE

TOGETHER  
WE CAN MAKE  
THE DIFFERENCE





# HOW'S IT GOING?

We live in a globally interconnected system and are therefore dependent on each other. These could be the premises for collective prosperity and instead we are violating the equilibria that have always governed life on the planet.

It is therefore time to join forces to change our way of being in the world. An ambitious goal, to be achieved with everyone's effort.

## EVERY INDIVIDUAL HAS THE POTENTIAL TO BE A POWERFUL FORCE FOR GOOD

So how much more powerful can we be if we work together?

As we celebrate B Corp Month, it's time to share the joy of positive change and encourage each other towards a brighter future for the planet and all its people.

Certified



Corporation

## LET'S CHANGE TOGETHER

If we all choose products and services from sustainable companies, we foster the emergence of a new, more circular, inclusive and regenerative economic model.

***Every purchase we make is in fact a strong and clear signal we send to the global market.***



# B CORPORATIONS ARE ALREADY ACTING

*B Corporations are companies certified for its positive impact on the people and the environment. It pursues objectives that go beyond profit, starting from a regenerative, more inclusive and sustainable socio-economic model, which creates and redistributes value among all stakeholders.*

At Davines, we believe in collaboration over competition, and in interdependence over independence.

It gives us great joy to join forces with others who share our values.



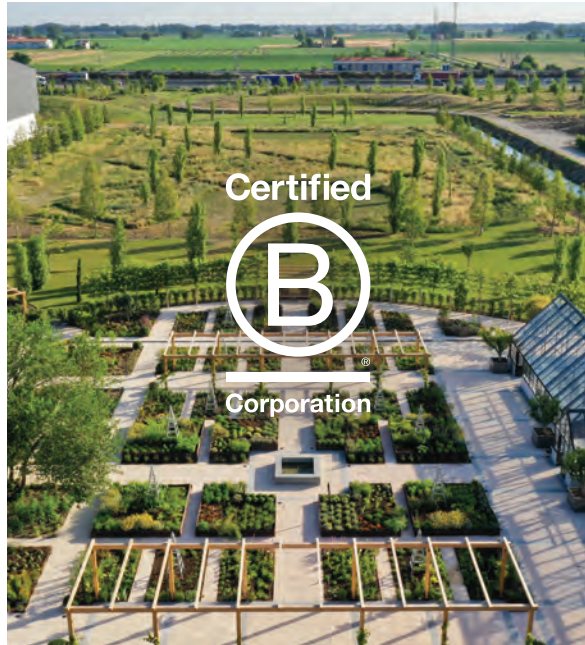
## THE B CORP MOVEMENT

is about businesses working together to affect positive change – and every one of our customers plays an important role in that.

*Learn more on <https://www.bcorporation.net/en-us/>*



# DAVINES IS A B CORP SINCE 2016



*In 2024, the Davines Group achieved its second B Corp recertification with a score of 123.5, a significant improvement over its first certification obtained in 2016 (99 points) and the recertification in 2020 (117.4 points), confirming its ongoing commitment to sustainability and to the transition to a regenerative growth and development model.*

In each of the five areas, the Group has improved its performance, but the Environment area continues to be the one in which it excels the most, so much so that it has received the 'Best for the world – Environment' award every year from 2018 to 2022.

***Learn more on <https://davinesgroup.com/en/our-impact/being-b-corp>***

A photograph of four Davines hair care products arranged on a grey surface. From left to right: a white tub of LOVE/curl conditioner, a clear bottle of NOUNOU/shampoo, a clear bottle of LOVE/smoothing shampoo, and a clear bottle of MINU/shampoo. A large yellow chevron graphic is overlaid on the bottom half of the image.

## EVERY PURCHASE MAKES A STATEMENT

By buying from a B Corp like Davines, you're putting your values into practice.







# 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 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*



*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](mailto:education@hairjamm.com)*





## BERLIN

When it comes to European capitals, Berlin stands out due to its striking contrasts. From its awe-inspiring landmarks, vibrant arts scene, and historical buildings to the clubs that capture its thriving nightlife.

We return to Berlin with renewed energy, new ideas, inspiration and MANY more emotions to share together!

Berlin is always worth a visit and the city is ready to welcome the Davines community!

## ON STAGE

Hair Art Director, Tom Connell joined by an array of talented Davines artists including, Allilon, Jesus Oliver, Talent Greenhouse Finalist and many more...

**FOR PACKAGES AND MORE  
INFORMATION, PLEASE CONTACT  
YOUR LOCAL SALES AGENT,  
OR [OLIVIA@HAIRJAMM.COM](mailto:OLIVIA@HAIRJAMM.COM)**

## AGENDA

**Sunday, October 6th 2024**

Davines Experience  
Get Together Dinner

**Monday, October 7th 2024**

Show and Party (all day)

**Tuesday, October 8th 2024**

Show (half day)

