

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 187 / JULY 2023

Winter Colour

Beautiful new Winter colour inspiration,
get creative with our Pure Artisan Creative Colour Creams
and a new Crème Paste Lightener deal.



SINCE 2019



SINCE 2021



SINCE 2018



SINCE 2000



Artisan

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



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN



Crème Paste Lightener

Crème Paste Lightener is the perfect lightening product for freehand work and balayage. It ensures seamless applications, perfect product penetration and creamy consistency, all essential when using techniques like balayage. The kaolin clay provides a consistency that controls product transfer or swelling, key factors for successful freehand work.

Perfect fine hairline foiling and face framing can be achieved with Crème Paste Lightener, creamy consistency and ultra hydrating formulation ensure gentle lift and perfect placement.

- **CONTAINS ILLIPE BUTTER**
 - Sourced from the Shorea tree.
 - Charged with antioxidants, illipe butter helps fight free radicals and damage to the hair shaft.
 - Rich in essential fatty acids to restore scalp hydration and protect scalp against irritation, tightness and itchiness.
 - Regenerates hairs elasticity, keeping it shiny and manageable.
- **CONTAINS KAOLIN CLAY**
 - Helps to hydrate hair and scalp.
 - Ensure the consistency of the product is seamless and easy to apply.
 - Ensures product stays in place and controls 'seeping' and expanding.
- **CONTAINS COTTON SEED EXTRACT**
 - Linoleic acid and Vitamin E, nutrients essential for the scalp health.
 - Moisturises hair and protects against environmental aggressors.
- **FRAGRANCE FREE**
 - To ensure less scalp reactions.
- **FLEXIBLE LIGHTENING ABILITY**
 - Can be used with 10, 20, 30 or 40 vol for flexible lifting ability.

**BUY : 2 X PURE EVOLVE PLEX LIGHTENING POWDER AT NORMAL DISCOUNT
RECEIVE : 1 X PURE CRÈME PASTE LIGHTENER NO CHARGE
OR -
BUY : 6 X PURE INSTANT TONES 5 MINUTE TONERS AT NORMAL DISCOUNT
RECEIVE : 1 X PURE CRÈME PASTE LIGHTENER NO CHARGE**



Evolve Scarlett Ribbons



20g 7.4

+



10g 6.66

+



45g 10vol

(FORMULATED FOR LEVELS 5-7)

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX



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pure
ORGANIC CERTIFIED
COMPLEX

purehairaustralia.com  



Organic farming practices are a crucial pillar for both our health and the entire planet's well-being.

There are numerous reasons why choosing organic is the way to go.

Organic farmers prioritise natural methods such as crop rotation and composting to keep their crops healthy. This ensures that the plants are free from harmful chemicals but is also a sustainable and eco-friendly model of agriculture.

Another reason why organic is better is that it prioritises soil health. Conventional farming techniques can lead to soil erosion, degradation, and contamination of nearby water sources and ecosystems. Organic farmers restore soil health through the use of natural fertilizers, cover crops, and crop rotation, promoting a healthy balance of nutrients and microorganisms in the soil.

Lastly, choosing organic is more than just a preference – it's a conscious decision to support farmers who are committed to protecting our planet and promoting healthy farming practices. By supporting organic farming, we contribute to a more sustainable and environmentally friendly system.

Organic farming practices are a win-win for both our health and the environment. Making the switch to organic is a small yet significant step towards promoting a healthier planet.

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

Pure Eco Brush

wet & dry detangler

MADE WITH LAND WASTE PLASTIC



- 🌿 Wet and dry detangler.
- 🌿 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.



BUY :
**18 ASSORTED
PURE SHAMPOOS
AND CONDITIONERS
AT LIST PRICE**

RECEIVE :
**9 PURE ECO BRUSHES
NO CHARGE**

VALUE
\$25.95

Evolve Black Cherry



20g 3.9

+



20g 5.66

+



60g 10vol

(FORMULATED FOR LEVELS 3-6)

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

Very Cherry



EQUAL PARTS OF
RICH CHOCOLATE, MULBERRY ORCHID AND RED



Who doesn't love a little Aussie Pride?!

Pure is a proud family business that is Australian owned and operated. That means we are not just a brand but a family, and that sense of passion and dedication shines through in everything we do. Pure is not just a family-owned business, but also a family-like working environment where some employees are considered part of our family too. We treat our employees like family, which is why we have such a strong sense of camaraderie and teamwork.

As an Australian owned and operated business, Pure Haircare takes pride in supporting local communities and making a positive impact on the Australian economy. We are committed to providing high quality haircare products that will help people across the country look and feel their best.

So not only are we proud Aussies, but we are also proud to be a family business. That means that we put our heart and soul into each and every product, ensuring that every customer gets the best possible experience.

Pure 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!

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

HAIRCARE FOR EVERYONE

JUUCE

ISSUE 187 / JULY 2023

SUPER SOFT
HYDRATION
Vegan

REHYDRATE AND SOFTEN ALL HAIR TYPES
INFUSED WITH NATURAL AUSTRALIAN BOTANICALS
AUSTRALIAN MADE AND OWNED
SULPHATE FREE

MOISTURE MASK
BEHAERUNG - BEHANDLUNG - LECZEBIE

juuce
250g

WINTER HAIR NEEDS OUR INTENSELY NOURISHING, RESTORING AND REHYDRATING CREAMY MASK TO IMPROVE MOISTURE, GLOSS AND MANAGEABILITY OF THE HAIR AND SCALP.



SINCE 2023

Certified



Corporation

SINCE 2021

juuce
for thirsty hair



SINCE 2018



SINCE 2000

PRESELL TWINS . PRESELL TWINS . PRESELL TWINS

SHIMMER SHINE SPRAY + WAKE UP WAX SPRAY PRESALE DEAL

BUY : 24 ASSORTED UNITS (SHIMMER SHINE SPRAY AND/OR WAKE UP WAX SPRAY)
RECEIVE : 4 UNITS NO CHARGE



Shiny, soft,
polished
finish...
add some
shimmer to
your life.

INSTANTLY PROVIDES A SHINY,
SMOOTH, POLISHED FINISH
WITH A SOFT TOUCH FEEL.
SUITABLE FOR ALL HAIR TYPES,
HAIR IS LEFT SILKY SMOOTH
WITHOUT WEIGHING
IT DOWN.

rrp \$29.95

PRESELL TWINS . PRESELL TWINS . PRESELL TWINS

Texture and shape
full throttle hold.

WEARABLE WAX SPRAY
ADDS BODY, TEXTURE AND
SHAPE WITH A MATT FINISH.
SIMPLY SPRAY INTO
UNDONE HAIR FOR A
CHOPPY, DIMENSIONAL,
EDGY, LIVED IN LOOK.

rrp \$28.95



WHO DOESN'T LOVE A LITTLE AUSSIE PRIDE?!



Juuce is a proud family business that is Australian owned and operated. That means we are not just a brand but a family, and that sense of passion and dedication shines through in everything we do. Juuce is not just a family-owned business, but also a family-like working environment where some employees are considered part of our family too. We treat our employees like family, which is why we have such a strong sense of camaraderie and teamwork.

As an Australian owned and operated business, Juuce Haircare takes pride in supporting local communities and making a positive impact on the Australian economy. We are committed to providing high quality haircare products that will help people across the country look and feel their best.

So not only are we proud Aussies, but we are also proud to be a family business. 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!

FAMILY + FRIENDS



SUPER SOFT HYDRATION MOISTURE MASK SACHETS AVAILABLE NOW

1 BOX = 36 SACHETS

rrp \$7.95 per sachet



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 NATURAL AUSTRALIAN BOTANICALS • WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



WITH

PEPTIDE PEA PROTEIN + ALOE VERA

PROVIDING ANTI-AGEING MOISTURISING AND SMOOTHING PROPERTIES

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.

sell out
deal



JUUCE 5 PACK

CONTAINS : JUUCE 375ML SHAMPOO, 375ML CONDITIONER,
100G DIRTY DEEDS, DUST UP AND BOTANIC OIL SPRAY.

SALON COST: \$24.95

SPECIAL RRP \$39.95!

Bag subject to change based on availability.

WHILST I STILL HAVE 2 PARTS OF OUR 4 PART EDUCATION ON SCISSORS TO COME, I THOUGHT I WOULD DIGRESS FOR JULY AS A NEW FINANCIAL YEAR IS ABOUT TO BEGIN. A GREAT TIME FOR RESETTING.

There is increasing pressure on our bottom line, profit in our salons is as hard as ever to increase, and we need to look closely at all of the profit generating activities to decide where we can improve.

Growing our business, improving the productivity and efficiency of our team and adding more value for our clients, while increasing our prices will require a lot of planning.

The key areas to create profit are the number of Rebooking, the number of Chemical services and the number of retail products per client. You should have these benchmarks set higher than 6 units per 10 clients.

So, let me keep it simple, to make a profit we need to sell. Sell ourselves, our team, our products and our services. Too often I get asked by salon owners and stylists what is the best way to sell products?

Well it's not rocket science!!

Here are some key points in my proven formula to ensure each client is taking home the products they need and help them have their hair looking its best.

1. Discuss with your client their concerns (problems)
2. Show and Use your Prescribed products on your clients hair during their appointment (solution)
3. Make sure they understand why they need the recommended products, and how they should use the product. (features & benefits)
4. At the end of the service, before they go to reception, ask them would they like to TRY not buy the product (close the sale)

Consistency each time with each client is the most important part of your service, Clients need to feel that you care for them. Create a habit, by designing your appointment plan, if you follow your plan each time, you will be assured of sales, but more importantly happy clients that will return for your expertise.

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



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.

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 Qld 4014 T. +61 7 3850 6200 F. +61 7 3850 6299 E. cs@hairjamm.com



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www.facebook.com/juucehaircare



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

DAVINEWS

Australia

ISSUE 187 / JULY 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

@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.

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

Loyalty discounts apply

Contact education@hairjamm.com to secure your tickets.