

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 189 / SEPTEMBER 2023

## Spring colour

Luminates is our exciting new range of long lasting demi permanent vegan colour gloss shades, see inside for more information.



SINCE 2019

Certified



SINCE 2021



SINCE 2018



SINCE 2000



# LUMiNATES

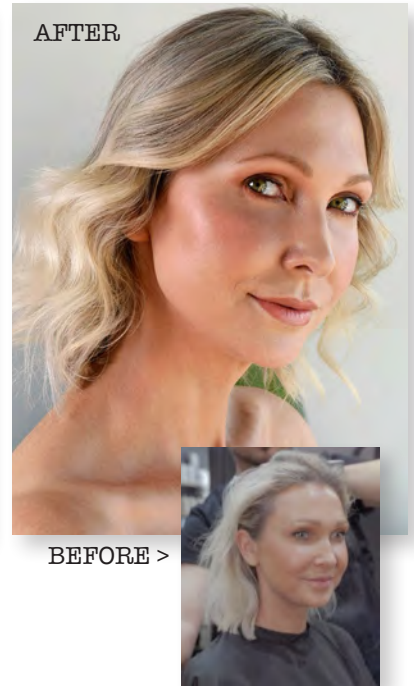
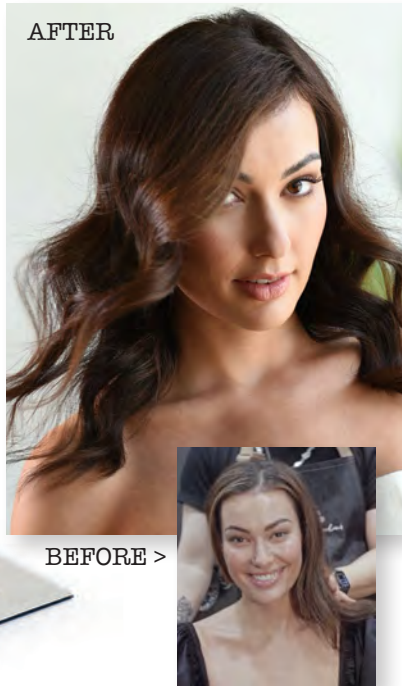
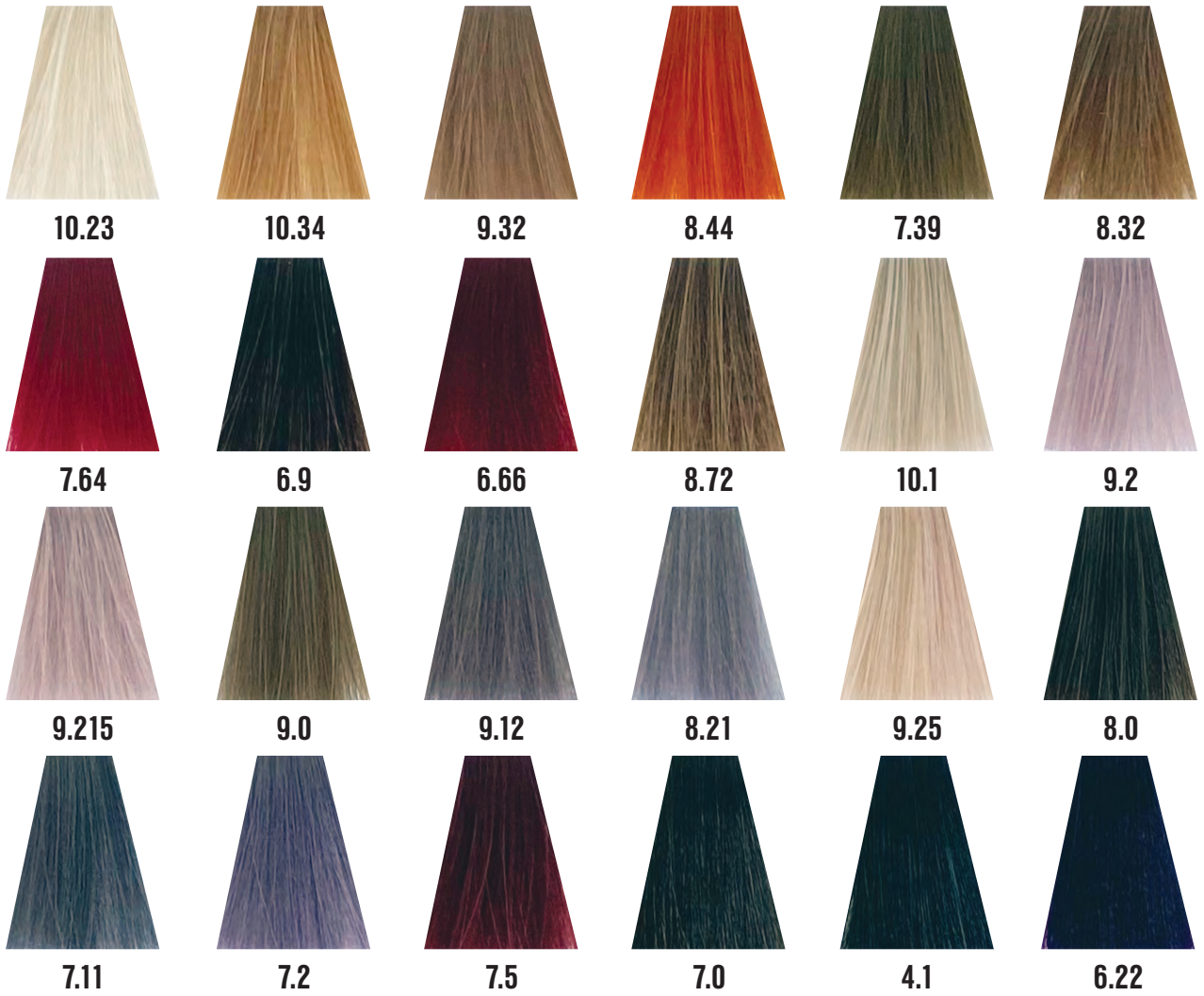
*Let your light shine*

- ★ 25 colour shades
- ★ Vegan colour gloss
- ★ Long lasting Demi Permanent
- ★ Certified Organic Complex
- ★ Luxurious Shine
- ★ Ammonia Free
- ★ Increase Salon Services



**MIXATION RATIO 1:1**

Step into a world of elegance with Pure Colour's luminous shades. Our refined hues gently enchant, adding subtle glow and lasting allure. Free from nasties, infused with an organic complex, nurture and elevate your creations. Unleash artistry, captivate with understated luminosity.



PLEASE SEE YOUR PURE SALES AGENT FOR OPENING DEAL

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX





*San Juan Mint*



*Tahitian Pearl*



*Lagoon*

pure  
ORGANIC CERTIFIED  
COMPLEX

purehairaustralia.com  



# Spring colour formulas



## PURE ARTISAN SAN JUAN MINT (FORMULATED FOR PRELIGHTENED LEVEL 8. PRE-TONING MAY BE NECESSARY)



10g Soft Mint



1g Ocean Teal



Act2

### 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 ARTISAN LAGOON (FORMULATED FOR PRELIGHTENED LEVEL 8. PRE-TONING MAY BE NECESSARY)



1/2 Peacock Blue



1/2 Ocean Teal



Act2

### 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 EVOLVE TAHITIAN PEARL (FORMULATED FOR LEVEL 3 - 5)



10g 4.18



1g 1.1



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





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.

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**BUY : 1 X PURE CRÈME PASTE LIGHTENER AT LIST PRICE**  
**RECEIVE : 1 X PURE CRÈME PASTE LIGHTENER NO CHARGE**







## Pamper yourself with Pure Walnut Scrub

Purify and soothe your scalp with our hair and scalp pre-wash treatment.

If you feel like your scalp gets build-up or is oily, flaky, or you want the fresh scalp feeling, this product is perfect for you.

Use the scalp scrub regularly before you shampoo followed with conditioner.

### FEATURES AND BENEFITS:

- Deep cleanse hair and scalp.
- Formulation is packed full of antioxidants for a healthy scalp.
- Removes product build up.
- Stimulates hair follicles.
- Promotes healthy hair growth.
- Removes dead skin cells.
- Detoxifies and purifies scalp.
- Regular use will help ensure healthy, dandruff free, non-greasy hair.
- Apricot seed oil contains oleic acid, an omega-9 fatty acid that makes hair and scalp softer by moisturising, increasing hydration and reducing dryness.
- Walnut oil is rich in vitamin B and antioxidants, it has anti fungal properties that prevent dandruff or issues like dermatitis, making sure the scalp is neat and clean to boost hair growth.



rrp \$33.95



# Sustainable Beauty

## Join our Pure Sustainable Beauty movement

Sustainable beauty is about making conscious and informed choices when it comes to the products consumers use and how they use them. This means choosing products that are made with natural and organic ingredients, free of harmful chemicals, and produced in an environmentally responsible way.

Many organisations give misleading information about their environmental impact, often to appeal to customers. While we can't stop greenwashing, we can use the B Corp logo and certification as a way to show we have committed to transparency, accountability, and making real progress.

### THE SUSTAINABLE BENEFITS OF USING PURE HAIRCARE:

- 🌿 We use 100% recycled Australian land waste plastic to make our bottles.
- 🌿 We are carbon neutral, meaning our carbon footprint is zero.
- 🌿 We have planted over 30,000 native trees in the Yarra Yarra biodiversity project.
- 🌿 Pure products contain our exclusive Australian certified 100% pure organic complex.
- 🌿 We use FSC certified or 100% recycled paper where possible.
- 🌿 We have rescued over 32 tonnes of plastic from reaching Australian landfill to date.
- 🌿 Our products are vegan, cruelty free, sulphate free and paraben free.
- 🌿 We have planted over 2.2 million native bee friendly plants to increase the habitats of bees.
- 🌿 We are proudly certified by the Australian made and owned campaign.
- 🌿 We use soy based inks in the printing of our marketing materials.



**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 / purehairaustralia.com**



HAIRCARE FOR EVERYONE

# juuce

ISSUE 189 / SEPTEMBER 2023

## SPRING HAIRCARE

SEE INSIDE FOR OUR EXCITING NEW PRODUCT LAUNCH  
PLUS AMAZING GIFT PACKS WITH EVERYTHING HAIR NEEDS  
FOR STUNNING SPRING HAIR



SINCE 2023



SINCE 2021

juuce  
for thirsty hair



SINCE 2018



SINCE 2000



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



**HAIRCARE FOR EVERYONE**



GIFT PACK

# JUUCE LIFESTYLE BAG

LIMITED EDITION LIFESTYLE GIFT BAG CONTAINS:

JUUCE SHAMPOO AND CONDITIONER,  
JUUCE SMOOTH ENZ LEAVE IN TREATMENT,  
JUUCE SUPER SOFT HYDRATION MOISTURE MASK  
AND PURE ECO BRUSH WET AND DRY DETANGLER.

rrp \$89.95  
VALUED AT \$166.70

BOTTLES MADE FROM 100% RECYCLED AUSTRALIAN LAND WASTE PLASTIC

CHOOSE RADIANT COLOUR

OR CHOOSE HYALURONIC HYDRATE

OR CHOOSE BOND BLONDE

OR CHOOSE BOND REPAIR

TAKE THIS VERSATILE LITTLE BAG EVERYWHERE YOU GO, USE IT FOR ~ THE GYM/YOUR MAKE UP/SLEEPOVERS/THE BEACH/TRAVEL

AVAILABLE IN FOUR VARIANTS:



RADIANT COLOUR



OR HYALURONIC HYDRATE



OR BOND BLONDE



OR BOND REPAIR

(LIMITED STOCK AVAILABLE)

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES



# PRESELL JUUCE TRIO PACKS

EACH PACK CONTAINS JUUCE SHAMPOO AND CONDITIONER PLUS JUUCE 20 IN ONE MIRACLE LEAVE IN TREATMENT

rrp from \$54.95

VALUED FROM \$83.85

SECURE YOUR  
JUUCE GIFT PACKS  
FOR XMAS  
AVAILABLE  
OCTOBER 1ST

AVAILABLE IN EIGHT VARIANTS:

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

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES



# STUCK UP LACQUER

Strong hold  
and control  
brush out  
formula.

**NOW AVAILABLE IN 400G**

HOLDS ANY SHAPE WITH MAXIMUM,  
GRAVITY DEFYING CONTROL AND  
ANTIOXIDANT PROTECTION.

SLOWS COLOUR FADE  
BUT STILL BRUSHES OUT.

rrp \$20.95

STUCK UP  
LACQUER  
V<sup>o</sup>GAN

STRONG HOLD CONTROL  
BRUSH OUT FORMULA  
STYLING / STYLING / STYLIZACIA  
AUSTRALIAN MADE AND OWNED

**juuce**  
400g

# BARBER.ART

EVERYTHING YOU NEED FOR GREAT HAIR  
**LIMITED EDITION BARBER ART DUO**  
 CONTAINS 3 IN ONE TEA TREE WASH  
 PLUS YOUR FAVOURITE BARBER ART WAX



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



**STRENGTH:**



1

## 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



**STRENGTH:**



2

## 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 control
- Create texture and pieced out styles
- Semi matt finish



**STRENGTH:**



3

## 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



**STRENGTH:**



4

## 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



# DRY HEAT GUARD

DEFENDS AND PROTECTS HAIR FROM THERMAL, HUMIDITY, UV AND DEHYDRATION. WITH DRY HEAT GUARD, HAIR IS PROTECTED DURING STYLING, IS RESISTANT TO HUMIDITY, HELPS PREVENT FRIZZ AND BECOMES INCREDIBLY SOFT AND MANAGEABLE. CAN BE USED AS A CONDITIONING FINISHING SPRAY, ON DRY HAIR BEFORE USING HEAT STYLING EQUIPMENT, OR ON DAMP HAIR BEFORE BLOW-DRYING.

rrp \$23.95

Thermal,  
humidity, UV  
and dehydration  
defence.



# MYTHS & TRUTHS ABOUT SCISSORS (CONTINUED – FINAL PART 4)

## SHARPENING YOUR SCISSORS

**MYTH :** Most hair cutters think that getting their scissors sharpened once every couple of years is enough! The thinking is also the more I sharpen them the sooner I need new ones!

**TRUTH :** Once a year will optimise the run of your scissors making them feel that they are sharp and working smoothly. Getting your scissors sharpened can be confusing and difficult to find someone who knows how to sharpen them well. The quality of the steel can determine the amount of times a pair of scissors can be sharpened. The more premium steel the more they can be sharpened and feel like new year after year.

HERE ARE A FEW TIPS TO FOLLOW:

- Whoever you purchase your scissors from should be able to recommend the best place to have your scissors sharpened.
- Send them away at the same time you go on annual leave.
- Don't use the cheapest person to do the job, this can reflect the quality of the craftsmanship.
- Remember that in between annual sharpening the most important thing is to tension and oil your scissors everyday. If you are not doing this you are not enjoying the smoothness of the blade and usability that it was designed to do, also risking corrosion and rusting by not removing water and product build up from the blade.

As designer and co-founder of Elite Scissors I have learnt a lot over the past 3 years about the mechanics of scissors, working closely with blade smiths and manufacturers and I am passionate about hairdressers being educated about their tools. Like chefs, butchers and builders, hairdressers should understand the what why and how of their scissors. If you want more information on care and maintenance jump over to my website [www.elitescissors.com](http://www.elitescissors.com).

Thank you for reading and please share with your team the importance of caring for their tools.

*Kylie Dwyer*



Educator / KEYNOTE Speaker  
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[kylidwyer@elitehaireducation.com](mailto:kylidwyer@elitehaireducation.com)  
[www.elitehaireducation.com](http://www.elitehaireducation.com)

## NEW WAVE OF HAIRCARE 'SKINIFICATION'

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



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A photograph of a young child with a joyful expression, holding a large bouquet of purple flowers. The child is wearing a blue and white striped shirt and dark overalls. The background is a soft-focus field of similar purple flowers.

# DAVINEWS

Australia

ISSUE 189 / SEPTEMBER 2023



## MUTED REDS & EARTHY COOL SHADES



*Introducing new View demi-permanent nuances to elevate the salon offering and give a broader scale of creativity and salon services. A seasonal selection of nuances: sophisticated dark reds suitable for darker hair and those wishing to stand out & light cool browns for very natural brunette looks.*



Terracotta, rust and new reds are leading the way into a colour revolution, bridging the gap between the '70s nostalgia and modern, futuristic design. Muted reds and earthy cool shades always make a big statement without being too overpowering or dating quickly. Glossy finishes over the hair keep vibrancy, while picking up beautiful tones and reflects in different lights.





## THE “SKINIFICATION” OF HAIRCARE

*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 is 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!





## DEALING WITH A SENSITIVE SCALP AND IMPAIRED SKIN BARRIER?

*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**







## *DAVINES DIRECT COLOUR SYSTEM FINEST PIGMENTS*

### ***WHY CHOOSE FINEST?***

#### **A FAST, SIMPLE DIRECT COLOUR**

Gentle 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...*



*GLOSS*



*PEARL*



*GOLDEN*



*BLONDE*



*COPPER*



*RED*



*DARK BROWN*





# ROMANCE IN PARMA

26TH - 31ST MAY 2024

*Is an opportunity to learn from our Guest Artist team,  
while living the very best of the Italian experience  
in the region where Davines was born!*

*Now taking bookings for May 2024.*

*Contact your agent or [olivia@hairjamm.com](mailto:olivia@hairjamm.com) for more information and to book.*



## DISCOVER PARMA

A quintessential Italian experience on the gastronomic belt of Italy. Well-known for its musical and cultural tradition with so many small and vibrant centers, castles, medieval churches and its renowned typical gastronomic products, which offer the opportunity to make a real journey into taste.



## DAVINES VILLAGE

Romance in Parma will be your occasion to live and experience the Village for almost a week! The Davines Village is the place in Parma where Davines offices, labs and factory are. The Village is the house of Sustainable Beauty and so the physical representation of Davines main values: design-driven, multi-cultural, transparent and sustainable, thanks to its architecture, technology and materials used.



## ANNE VECK

Davines Guest Artist, Anne Veck is charismatic, motivating and creative, being described as "One of the most iconic hairdressers in the world" by Hair magazine. She is Creative Director, Hairdressing Ambassador for the National Hair and Beauty Federation, Brand Ambassador for Easydry and Green Salon Collective, Fellow with Honours of The Fellowship for British Hairdressing and Alternative Hair Master Educator.