

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

# pure

ISSUE 195 / APRIL 2024



*Clean beauty haircare  
harnessing nature's power*

pure  
ORGANIC CERTIFIED  
COMPLEX 



# Mother's day gift packs



## Pure haircare gift packs

LIMITED EDITION REUSABLE COTTON COSMETIC BAG CONTAINS:

PURE SHAMPOO AND CONDITIONER, LEAVE IN TREATMENT PLUS FREE GWP BEE PURE SEED PACKET.



### AVAILABLE IN:

- PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS LEAVE IN TREATMENT
- PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX LEAVE IN TREATMENT

rrp \$79.95 / value \$113.85 / save \$33.90

CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)



Certified



Corporation



OUR CARBON FOOTPRINT IS ZERO TO DATE WE HAVE PLANTED OVER 30,000 NATIVE TREES IN OUR BIODIVERSITY PROJECT



# Gift with Purchase when you buy Pure Mother's Day gift packs

**EACH PURE MOTHER'S DAY TRIO BAG INCLUDES ONE OF OUR BEE PURE SEED PACKETS INSIDE**

Encourage quality time with Mum with our plantable gift.

It is a delightful activity to share and nurture together.

Ask your sales agent for your A5 strut card promoting the free Bee Pure seed packet included with your Pure trio packs.



Since 2016, Bee Pure by Hairjamm have been working to save the native bees of Australia by planting the flowers loved by bees.

Each Bee Pure sachet contains blue and white mix tones of Swan River Daisy seeds to increase the natural habitat and food source for our native bees.

To date we have distributed over 2.2 million bee friendly seeds through our initiative.

*if bees go, we go too!*



EXPERIENCE THE SACRED RITUAL OF PURE HAIRCARE  
WITH OUR ORGANIC COMPLEX AND CLEAN BEAUTY HAIR  
PRODUCTS HARNESSING NATURE'S POWER



Keep your colour for longer  
between salon visits with our  
take home Pure Colour Angel  
shampoo and conditioner.



## COLOUR ANGEL SHAMPOO AND CONDITIONER

PROLONGS COLOUR AND PRESERVES RADIANCE.  
ENRICHED WITH SELECTIVE TREATMENT OILS TO  
ILLUMINATE COLOURED HAIR AND HELP FIGHT  
COLOUR AGEING.



ORGANIC AÇAI OIL . ORGANIC SHEA BUTTER . ORGANIC MONGONGO OIL



ASK YOUR SALES AGENT FOR YOUR COPIES  
OF OUR NEW A5 PURE PRODUCT BROCHURE



# pure FOIL

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

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

## ATTENTION PURE SALONS

TAG

#PureColourFoil

AND

@pure\_haircare

to feature your full head  
of foils using our Pure foil  
on our account.

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





# ORIGINAL FORMULA PLEX LIGHTENING POWDER

- ORIGINAL FAST ACTING FORMULA
- CONTAINS BOND BUILDING COMPLEX FOR HAIR INTEGRITY.
- UP TO 9 LEVELS OF LIFT

## BUY:

3 x ORIGINAL FORMULA PLEX LIGHTENING POWDER

## RECEIVE NO CHARGE:

2 x ORIGINAL FORMULA PLEX LIGHTENING POWDER

LIST PRICE PER UNIT \$74.95

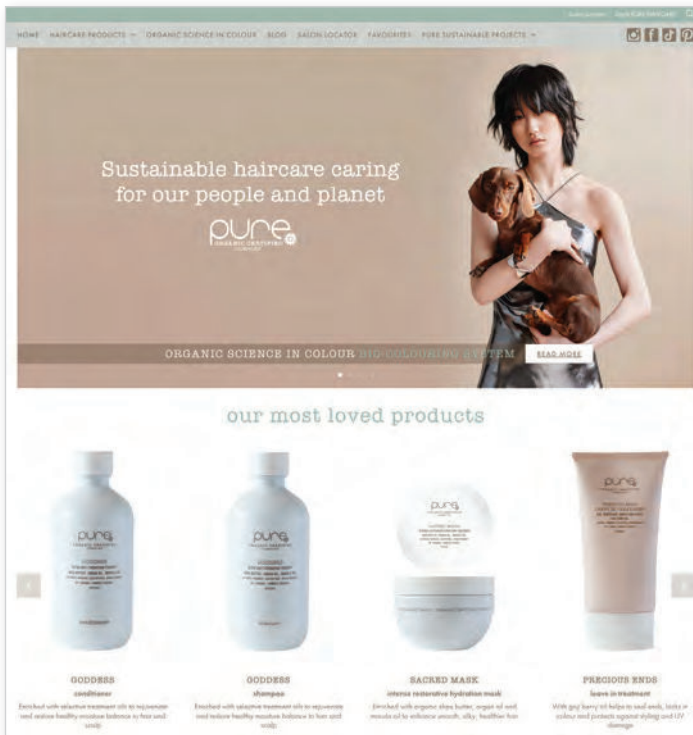
SPECIAL PRICE PER UNIT \$44.97





# Visit our new Pure website

We're happy to announce the launch of our new Pure website showcasing our beautiful 'Self Love' campaign imagery. Featuring a new hair quiz to help you choose the best products for your hair type. Our most loved and best selling products highlighted on the homepage. As well as product information on our retail and colour ranges, blogs on latest trends and news, an up-to-date salon locator and sustainability reports.



[www.purehairaustralia.com](http://www.purehairaustralia.com)



## try our hair quiz

Scan the QR code below and follow the simple prompts to find out which beautiful Pure products are best for your hair type and to be directed to our brand new Pure Haircare website.



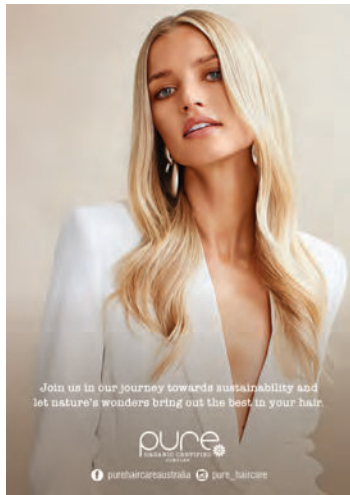
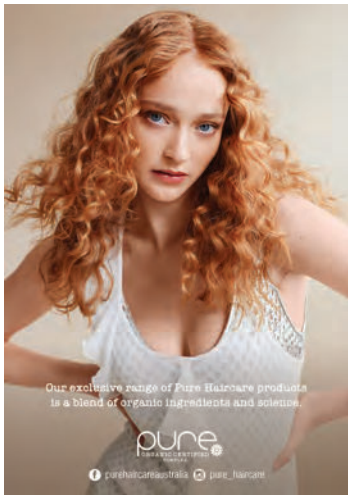


# Pure 'Self Love' merchandise

This new collection of A5 double sided corflute tiles 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.



CORFLUTE TILE A FRONT AND BACK



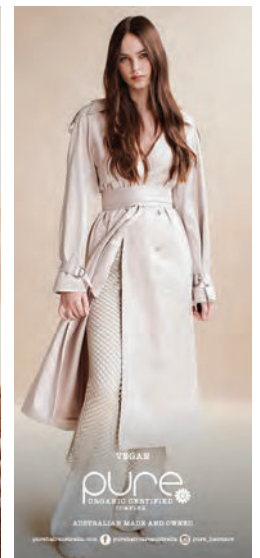
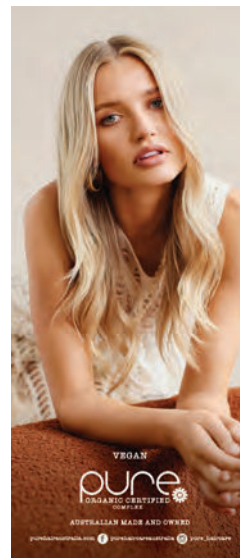
CORFLUTE TILE B FRONT AND BACK



CORFLUTE TILE C FRONT AND BACK

OUR BEAUTIFUL  
PURE MESH BANNERS  
ARE GOING QUICKLY!  
LIMITED STOCK AVAILABLE,  
ASK YOUR AGENT  
ABOUT YOURS TODAY.

SIZE: 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 195 / APRIL 2024



INTRODUCING  
OUR NEW PRODUCT

**V** VEGAN



# NEW PRODUCT LAUNCH

## DRY SHAMPOO VOLUMISER

Extend style  
and texture  
no water  
or residue.

A TRANSPARENT POWDER-BASED SPRAY THAT CLEANSSES AND ABSORBS EXTRA OIL AND BUILDUP WHILE BEING GENTLE ON THE HAIR. IT ADDS VOLUME, BODY, AND BOUNCE TO ALL HAIR TYPES. UV PROTECTION IS PROVIDED, AND THE HAIR IS LEFT FEELING CLEAN, SOFT, AND SMELLING FRESH.

#### KEY FEATURES AND BENEFITS :

- Vegan.
- Leaves hair feeling clean, soft and smelling fresh.
- No water.
- Style control.
- Extend style and add texture.
- Transparent powder-based spray.
- Absorbing extra oil.
- Add volume, body and bounce.
- Suitable for all hair types.
- UV protection.
- Australian owned and made.

**BUY 6 x DRY SHAMPOO VOLUMISER AND RECEIVE 1 x DRY SHAMPOO VOLUMISER NO CHARGE.**

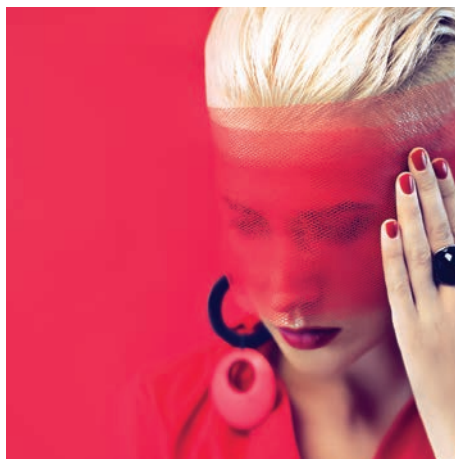
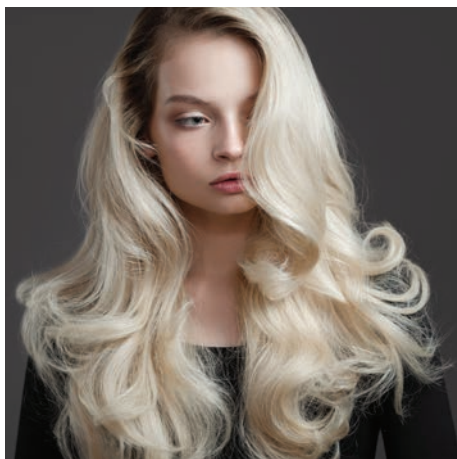
rrp \$23.95



**ASK YOUR SALES AGENT FOR YOUR JUUCE DRY SHAMPOO SALON WINDOW DECAL**



GET  
THE  
LOOK  
WITH OUR NEW  
DRY SHAMPOO  
VOLUMISER



VIOLA!  
INSTANT  
VOLUME &  
REFRESHED  
LOCKS.

IT'S TIME  
TO ELEVATE  
YOUR  
STYLING  
GAME!



DRY SHAMPOO IS  
NOT JUST YOUR GO-TO  
FOR ABSORBING OILS  
AND REFRESHING HAIR—  
IT'S ALSO A STYLING  
POWERHOUSE.



SCAN QR CODE TO READ OUR FULL BLOG ON HOW  
TO STYLE WITH DRY SHAMPOO ON OUR WEBSITE.





# 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/**GAN

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



# BARBER ART TRIO PACKS

EACH PACK CONTAINS:

250ML 3 IN ONE TEA TREE WASH  
150ML GROOMING CREAM  
150ML FIBRE BALM

rrp \$44.95

VALUE \$69.85



## STUCK UP LACQUER

HOLDS ANY SHAPE WITH MAXIMUM GRAVITY DEFYING CONTROL AND ANTIOXIDANT PROTECTION, SLOWS COLOUR FADE BUT STILL BRUSHES OUT.

Strong hold and control  
brush out formula.

rrp \$20.95

AVAILABLE FOR APRIL ONLY





# TIME MANAGEMENT FOR EMERGING HAIR STYLISTS

## (PART 2 OF 2)

HELLO EVERYONE AND HAPPY APRIL!

LAST MONTH I SHARED PART 1 AND 2 TIPS OF MY TIME MANAGEMENT FOR EMERGING STYLIST ARTICLE. THANKYOU FOR THOSE THAT HAD THE CONFIDENCE TO REACH OUT AND DM ME AS I LOVE SHARING MY KNOWLEDGE AND EXPERTISE WITH THOSE THAT WANT TO LEARN.

YOU WILL REMEMBER THAT THE TIPS WERE :

1. SETTING CLEAR GOALS AND
2. EMBRACING YOUR EDUCATORS

**HERE ARE MY 3RD AND 4TH TIPS:**

### 3. PRIORITISE TASKS

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.

### 4. SET CLEAR TRAINING PLANS

By having a training plan agreement everyone stays on track.

Once each task /skill can be practiced and performed at the time frame expected, it is then time to move onto the next skill and allow the emerging stylist to continue practising previous skill on clients to continue their growth and confidence.

For those of you that are now practising cutting with our SNIPT haircutting App, this now has a progress bar on every video so tracking the cutting training is easy .

Feel free to DM me @elitehaireducation if you would like some help .



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

*Love Kylie*



## MASTERCLASS

### 1 Day Workshop \$525 +GST

Masterclass is a hands on workshop delivered by Kylie Dwyer, founder of Elite Hair Education.

Kylie will share her expert techniques that focus on elevating your haircutting skills to produce current fashion styles for long medium and short hair.

Throughout the workshop you'll be guided through tips, tools, and trends to transform your skills and start you on your journey to mastery.

#### Workshop Dates 2024

- Orange NSW - Monday 8 April
- Launceston TAS - Monday 17 April
- Melbourne VIC - Monday 8 May
- Port Macquarie NSW - Monday 8 July
- Sydney NSW - Monday 15 July
- Canberra ACT - Monday 22 July
- Newcastle NSW - Monday 9 September

### CONTACT ELITE HAIR EDUCATION TO BOOK

- enquiries@elitehaireducation.com
- 0412 551 498
- www.elitehaireducation.com

**NEW HEAD OFFICE HOURS ARE MONDAY TO FRIDAY 8AM - 4PM (AEST) / SATURDAY & SUNDAY CLOSED**  
**ORDERS: 07 3850 6200 / PAYMENTS: 07 3850 6233**

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# DAVINEWS

Australia

ISSUE 196 / APRIL 2024





# /GROW BEAUTIFUL

Beauty grows unseen, from the tiniest of elements to the biggest. It grows in Nature and in our nature, too.

Grow Beautiful is our call and an invitation to balance environmental regeneration with our own personal growth, to help regenerate the Earth with the choices we make and be regenerated and flourish in return.

## WAKE UP / the climate crisis made us aware of the delicate balance between human beings and the planet.

Human activities have increased CO2 and other greenhouse gas emissions, contributing to global warming and climate change. Extreme effects such as floods, heat waves, desertification and loss of biodiversity are now evident. And yet, we continue to jeopardize the harmony of nature with our lifestyle.

## WHAT IF / another business model was possible?

Davines has been cultivating sustainable beauty since 2006: we strive to create hair care products that contribute to protect your beauty and the planet.

## WHAT IS / regenerative organic agriculture?

It's a system of farming principles and practices that can help mitigate climate change and much more. Regenerative organic agriculture, indeed, has the potential to sequester more carbon in the ground, promote biodiversity, and protect our soil, air, and water. But it goes beyond protection and aims to rehabilitate and regenerate the balance of our Planet's resources through soil health, animal welfare, and social fairness for farmworkers.



# 2024 / GROW BEAUTIFUL

Grow Beautiful is our call and an invitation to balance environmental regeneration with our own personal growth, to help regenerate the Earth with the choices we make and be regenerated and flourish in return.

Our limited-edition hair & body wash bar is a manifesto in product form: it's Earth-first design is 99.7% biodegradable and packaged in 100% recyclable paper. With white yarrow extract cultivated at the European Regenerative Organic Center in Parma, Italy.



With regenerative organic white yarrow extract



Hydrating on hair and softening on skin



Made in Italy



Vegan friendly

Thanks to the wash bar, we contribute €50.000 to the Rodale Institute to support their work with regenerative organic agriculture.



## THE PRINCIPLES / of regenerative organic agriculture?



Minimum soil disturbance



Biodiversity safeguard



Rotation and cover crops



No chemicals



# /GROW BEAUTIFUL IN SALON

## OFFER FOR SALONS /

For every 2 Davines retail products purchased  
receive 1 free hair and body bar.

Minimum purchase requirement of any 20 Davines  
retail sized products to receive hair and body bars.

## OFFER FOR CONSUMERS /

Purchase any 2 Davines retail products  
and receive a hair and body bar free of charge.

*Offer available while stock remains.*

