

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 196 / MAY 2024

*Clean Beauty
hair colour*

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 hair starts with Pure Colour

Revitalise your look for Autumn with the latest shades from our Pure Colour range.

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.



PLEASE NOTE THAT ALL WORKSHOPS AND EVENTS ARE BOOKED THROUGH EVENTBRITE NOW, INCLUDING OUR FREE ZOOM WORKSHOPS.

HOW TO BOOK INTO A WORKSHOP:

- Scan the above QR code to find all workshop/events available.
- Follow us to get updates for new workshops and events.
- Each event or workshop has all information, tickets, payments can be completed within Eventbrite.

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)



ORGANIC NETTLE ORGANIC GINGER ORGANIC ALOE VERA ORGANIC LAVENDER ORGANIC THYME ORGANIC ALTHEA ORGANIC GLYCERIN ORGANIC APRICOT ORGANIC HORSETAIL ORGANIC ROSEMARY

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!

Limoncello



PURE LUMINATES (FORMULATED FOR LEVEL 9 AND LIGHTER)



8g 10.34

+



6g 8.21

+



Act1

PURE EVOKE (FORMULATED FOR LEVEL 9 AND LIGHTER)



8g 9.3

+



8g 9.78

+



Act2

PURE EVOLVE (FORMULATED FOR LEVEL 7 AND LIGHTER)



10g 7.9

+



10g 7.25

+



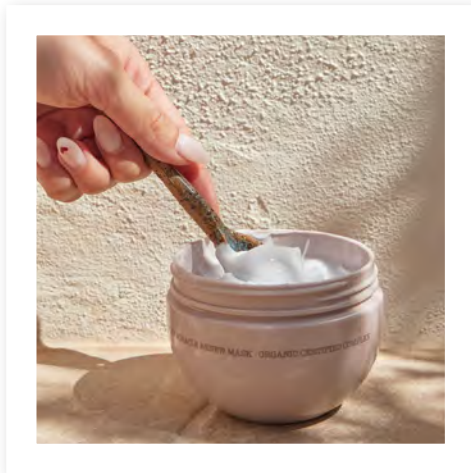
10vol

Fade no more

YOUR ULTIMATE GUIDE TO KEEPING HAIR DYE LOCKED IN

All Pure shampoo and conditioners care and help colour longevity due to the certified organic complex and it's benefits.

However, you can increase colour care by doing the following:



1. PRE-TREAT BEFORE SHAMPOOING

For long coloured hair that is dehydrated and prone to colour fade and losing tonality, apply Miracle Renew Mask onto the ends of hair as a first step PRIOR to shampooing. This will hydrate and protect vulnerable areas from over cleansing and accelerating colour fade.

2. USE LEAVE IN TREATMENTS

Ensure leave in products are used to provide an extra layer of protection to hair. Flourish (for fine and hair in good condition) Precious Ends or Fusion Complex Leave In Treatment (for highly lightened and damaged hair) all have UV filters and colour locking ingredients.



3. PROTECT AGAINST HEAT STYLING

Ensure heat protection is used to ensure colour longevity - Blow dry primer into damp hair as the perfect foundation styling product with light hold for blowdrying, or when using hot tools like tongs and irons, Guardian Angel is the ultimate protection and shine.



Scan QR code to view all Pure Haircare blogs

Pure 'Self Love' merchandise

Transform your shop front with our collection of 8 Pure decals.
Arrange them as you like, paired with our new arched open/closed signs
for a fresh salon look. Celebrate self-care and individuality with
Pure Organic Haircare products.



Contact your sales agent for details on getting your new salon merchandise.

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

HAIRCARE FOR EVERYONE

juuce

ISSUE 196 / MAY 2024



HEAT PROTECTION
FOR COOL WEATHER HAIR

VOGAN

REPAIR SMOOTH ENZ + HEAT SHIELD DUOS

EACH PACK CONTAINS 150ML JUUCE REPAIR SMOOTH ENZ
PLUS 200ML JUUCE HEAT SHIELD 200°C+ HEAT DEFENCE

rrp \$35.95
VALUE \$61.90



REPAIRS AND SEALS SPLIT ENDS, WITH MOISTURE SMOOTHING BOTANICAL OILS, TO D-FRIZZ, SHINE AND SOFTEN. PROTECTS, SMOOTHS AND NOURISHES ALL DAMAGED OR STRESSED HAIR TYPES. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



TRANSFORMS FRIZZY, COARSE AND UNRULY HAIR INTO STRAIGHT, SMOOTH AND SOFT HAIR. OIL BASE PROTECTS DURING AND AFTER 200°C HEAT STYLING BY LOCKING IN MOISTURE AND NUTRIENTS THAT HELP TO EXTEND COLOUR LIFE AND STRENGTHEN RESISTANCE TO BREAKAGE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

SUSTAINABLE HAIRCARE PROTECTING PEOPLE AND PLANET

VÖGAN

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

1 MINUTE TREATMENT + HEAT SHIELD DUOS

EACH PACK CONTAINS 150ML JUUCE REPAIR 1 MINUTE TREATMENT
PLUS 200ML JUUCE HEAT SHIELD 200 °C+ HEAT DEFENCE

rrp \$37.95
VALUE \$64.90



AN INTENSE 60 SECOND REPAIR TREATMENT ENHANCED WITH AUSTRALIAN NATURAL BOTANICALS, WHICH INSTANTLY SATURATE EXTREMELY DRY OR DAMAGED HAIR TO REJUVENATE, RESTORE AND REBOND. MOROCCAN LAVA CLAY ACTS TO MOISTURISE AND SOFTEN, REDUCING DRYNESS WHILE ALSO REMOVING TOXINS AND PRODUCT BUILDUP, IMPROVING HAIR'S ELASTICITY AND UNBLOCKING THE PORES OF YOUR SCALP. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



TRANSFORMS FRIZZY, COARSE AND UNRULY HAIR INTO STRAIGHT, SMOOTH AND SOFT HAIR. OIL BASE PROTECTS DURING AND AFTER 200 °C HEAT STYLING BY LOCKING IN MOISTURE AND NUTRIENTS THAT HELP TO EXTEND COLOUR LIFE AND STRENGTHEN RESISTANCE TO BREAKAGE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

SUSTAINABLE HAIRCARE PROTECTING PEOPLE AND PLANET

V OGAN

WITH NATURAL AUSTRALIAN BOTANICALS + CLINICALLY PROVEN ACTIVES

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



LIMITED STOCK ORDERS FOR OUR JUUCE DRY SHAMPOO SALON WINDOW DECALS WHILE STOCK LASTS

HEAT STYLING

WANT TO KNOW THE IMPORTANCE OF HEAT PROTECTION WITH JUUCE HAIRCARE,
WHICH PRODUCTS TO RECOMMEND FOR YOUR CLIENT'S STYLING HABITS
AND HOW HEAT STYLING PRODUCTS WORK?

ONE OF OUR HERO HEAT PROTECTION PRODUCTS CAN BE FOUND IN THIS MONTH'S TREATMENT + STYLING
PACKS! BE SURE TO STOCK IN YOUR SALON AS HEAT SHIELD IS A MUST HAVE FOR HEALTHY HAIR!



SCAN THE QR CODE TO READ
MORE ABOUT HEAT STYLING



BENEFITS OF HYALURONIC ACID IN HAIRCARE

HYALURONIC ACID IS A COMMONLY KNOWN SKINCARE HERO,
BUT DID YOU KNOW IT WORKS WONDERS FOR YOUR HAIR TOO?
SCAN THE QR CODE TO READ THE FULL BLOG ON OUR
JUUCE HAIRCARE WEBSITE.



CUTTING WORKSHOP

BY NOW YOU WOULD HAVE HEARD THAT PURE HAIRCARE AND ELITE HAIR EDUCATION HAVE COLLABORATED TO BRING YOU A UNIQUE 1 DAY HANDS ON CUTTING WORKSHOP.

Masterclass is a hands on workshop delivered by myself, Kylie Dwyer founder of Elite Hair Education, SNIPT Haircutting App and Designer of Elite Scissors.

Join me on my National Tour where I will share my 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. Oh and did I mention, each attendee receives a cool goodie bag valued at \$300 and to help your budget we offer fee free payment plans.

So what does becoming a master of something offer? There are many benefits to you, the stylist and your business:

HERE ARE MY TOP 5:

1. Expertise:

Mastery means a deep knowledge and skill in haircutting.

2. Confidence:

Mastering haircutting boosts your confidence, and gives you the skills and knowledge to tackle any challenging haircut.

3. Recognition:

Being a master of haircutting often leads to recognition from peers, employers, and the clients.

4. Impact:

Masters can make significant contributions to the industry, pushing the boundaries of what's possible and leaving a lasting impact.

5. Personal Satisfaction:

Achieving mastery in haircutting is deeply fulfilling on a personal level, providing a sense of accomplishment and fulfillment.

Ultimately, becoming a master of something allows you to excel and make a meaningful difference in the salon and to your clients.

We have 7 different venues around Australia, to learn more or to make an online booking, head to our website www.elitehaireducation.com or head to our insta @elitehaireducation

Enjoy the month

love Kylie



Educator / Keynote Speaker

0412 551 498

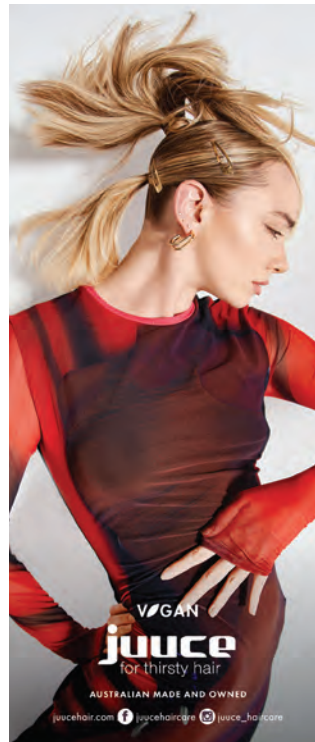
kyliedwyer@elitehaireducation.com

www.elitehaireducation.com

JUUCE MESH BANNERS

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

SIZE: 1400MM X 600MM



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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



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

An aerial photograph of a sandy beach curving along the edge of the ocean. The water is a deep, textured greenish-brown, and the sand is a warm, golden-brown color. A white rectangular box with a thin black border is centered in the upper half of the image, containing the title and issue information.

DAVINEWS

Australia

ISSUE 197 / MAY 2024

THE BREAKDOWN ON PACKAGING



*The story of a shampoo bottle begins long before it arrives in your shower!
At Davines, we study the most low-impact packaging solutions for all our products.*

*At Davines Village, we have a department called Packaging Research
and Development that, thanks to the principles of eco-design, studies the most
low-impact packaging solutions for all our products.*

OUR GUIDING ECO-DESIGN PRINCIPLES

LIGHTWEIGHT PACKAGING

Our first principle of eco-design is to use less material by designing lighter packaging. And a lighter packaging not only consumes less material, but it also translates into lower CO₂e emissions.

RECYCLED OR RENEWABLE SOURCED MATERIALS

The recycled plastic that we use for our packaging comes mainly from PET plastic bottles: we are sure that they dream to become one of our shampoos! We monitor all the packaging materials of the products manufactured at Davines Village, and we are happy to share that - from 2014 to 2022 - we reduced the share of virgin fossil plastic by more than 60%, using indeed recycled and bio-based plastic.

REUSE OF EMPTY PACKAGING

One of the most interesting - and unique - aspects of Davines packaging is that it can be reused for other purposes and have a second life even before recycling. For example, the packaging of Essential Haircare or Naturaltech conditioners can become beautiful pots for plants or containers for your small household items.

PACKAGING RECYCLABILITY

Speaking of circular packaging, recyclability is an essential aspect to consider. We are proud to say that the material of our plastic packaging is recyclable and dreams of having a new life! For example, recycled PET can be transformed into textile fibers to make beach towels, umbrellas, backpacks, games for children and much more.

REDUCING AND BALANCING CARBON EMISSIONS

A fundamental guideline that we follow, in the choice of our packaging, is the reduction of CO₂ emissions and other green-house-gases to combat climate change. We try to take care of the emissions we cannot yet reduce, by neutralising part of the carbon impact of our products, including the emissions related to the packaging itself. We do this by investing in reforestation projects, which are Plan Vivo certified.



TAKING IT A STEP FURTHER

We have shared with you what we do - starting with eco-design - to minimise the impact of our packaging. But there is even more that we do outside of our designing process, manufacturing facilities and recycling efforts.

Since 2021, we have partnered with Plastic Bank to recover ocean-bound plastic and recycle it into raw material, protecting the most vulnerable marine ecosystems and coastal communities. Today, all Davines products are Plastic Net-Zero: for every plastic packaged product that we will sell in 2023, an equivalent amount of plastic will be collected and removed from coastal areas in Indonesia, the Philippines and Brazil.

From a circular perspective, we are reaching a 1:1 balance between the plastic we use and the plastic we remove from the environment. The ocean-bound plastic is recycled to re-enter the global supply chain in a truly regenerative perspective for our planet and its people.



**Plastic
Net-Zero**

plasticbank®



For the first time, Davines is debuting a professional coloring product in a refillable format. The expert-loved Progress multipurpose bleaching powder now comes in kit form, with each kit including:

- 1 standard-size jar of Progress bleaching powder
- 2 full bags of powder to refill the jar with
- 1 doser for precise measuring
- 1 instructional leaflet



MORE PRODUCT, LESS PLASTIC

Our new refillable format reduces the amount of plastic used by 90% per refill bag and 61.4% per kit. Because soft-plastic bags are less bulky than jars, we can fit more into a shipment, meaning 35% more product for you and fewer carbon emissions generated from shipping.

UNLOCK ACCESS TO ONLINE RESOURCES

Each kit comes with a QR code that will lead you to a virtual universe of resources around The Century of Light product line, our new Progress refills, and sustainability features. And on our YouTube Channel you'll get access to videos on coloring techniques, product guides, and full ingredient breakdowns online.





2024'S WORLDWIDE HAIR TOUR FEATURED ARTISTS ARE...

This year, our biennial Worldwide Hair Tour (aka WWHT24) will take over the iconically cool city of Berlin. We've packed a bundle of demonstrations, talks, and parties into three days to inspire creativity in the Davines community and have a little fun. Care to join us?

Some of the most talented, cutting-edge, and respected names in the hair industry will be taking the stage, including:

WWHT24 ARTIST SNAPSHOT

Tom Connell : One of London's most cutting-edge hairdressers and Davines' own Hair Art Director.

Jesus Oliver : London hairdresser behind the creative cutting technique "Stylosophy."

Radio London Hair Salon : Renowned hair salon with one of the most creative art teams in London.

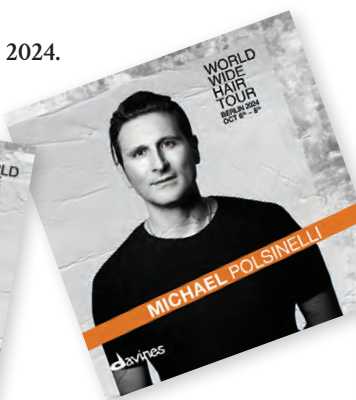
Danny Pato : Award-winning hairdresser, salon owner, and international artist from Auckland, New Zealand, with a career marked by innovation and excellence.

Allilon : London-based education company known for its captivating shows and seasonal collections.

Michael Polsinelli : A revolutionary in the styling world whose work spans decades, brands, and collections.

Coray Absolut : German colourist, stylist, and winner of our 2022 Talent Green House program.

Talent Green House Finalists 2024.





WHAT'S ON?

*We are proud to represent a wide range of local talents here in Australia...
be sure not to miss out on some of our upcoming events in your area!*

UPCOMING IN SYDNEY

WILDLIFE HAIR PRESENTS

David McCulloch's –
The Art of Precision:
Mastering Contemporary Techniques

UPCOMING IN MELBOURNE

SHIBUI PRESENTS

Simon Farrelly, Brent Barber & Rejoice Phiri –
Journey of Freehand Dry Cutting,
Low-fuss Styling & Intuitive Colour



For pricing and to book scan each unique QR code!