



pure   
ORGANIC CERTIFIED  
COMPLEX



SULPHATE FREE . PARABEN FREE . CRUELTY FREE . GLUTEN FREE . VEGAN FRIENDLY . 100% LAND WASTE PLASTIC . AUSTRALIAN OWNED AND MADE





## we are reusing land waste plastic to make our bottles

At Pure Haircare, we're committed to reducing plastic in the best way we know how – by reusing 100% Australian land waste plastic to package our haircare products. Pure Haircare are leading the way in implementing this practice.

WE NEED TO MAKE A CONSCIOUS EFFORT TO WORK ON OUR PLASTIC USE IF WE WANT TO KEEP OUR LANDS,  
OUR OCEANS AND OUR COMMUNITIES HEALTHY

Our bottles are made from 100% Australian recycled land waste plastic in an effort to create a circular supply chain. This chain takes recyclable plastic and processes it by sorting, shredding and creating pellets that are then used to make our recycled plastic bottles. In doing this, we will be reducing the amount of plastic going to landfill in Australia. Through this process we estimate we will rescue over 100 tonnes of plastic from reaching landfill each year.

Our packaging choices are made with consideration to environmental impact and protecting our planet. We all need to play a part in reducing the footprint we leave behind to keep our planet as beautiful as the day we found it.

BY REUSING AND RECYCLING OUR PLASTIC, TOGETHER WE CAN REDUCE LANDFILL.





Our commitment at Pure Haircare is to minimise the impact of our haircare on the environment without compromising the quality of our products, packaging and supporting collateral.

This extends to our brochures and posters which are printed on carbon neutral, 100% recycled paper that is processed in a chlorine free environment. Soy inks are used in the printing of all of our marketing collateral, these inks are made from soybeans as opposed to the traditional petroleum-based ink, making them more environmentally friendly and the paper easier to recycle.

Our choices are always made with consideration to environmental impact and protecting our planet. We all need to play a part in reducing the footprint we leave behind to keep our planet as beautiful as the day we found it.

## the perfect balance of nature and science

Our Pure range of products are blended with naturally derived ingredients which have been carefully researched to substitute more traditional synthetic ingredients. Our aim is to develop a safer, more gentle, environmentally friendly haircare regime.

Creating natural haircare solutions without compromising performance has played a key role in the success of our brand. This approach keeps Pure Haircare at the forefront of 'free from' and natural haircare solutions.

Our formulas use modern, clean and green ingredients. We have developed and continue to develop safe, gentle and sustainable products, with Pure products using organic ingredients that are 100% certified. We strive to achieve the perfect balance of nature and science, substituting synthetic ingredients with natural plant-based alternatives.

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### PURE PRODUCTS USE:

- Natural ingredients of natural origin
- Organic ingredients are '100% certified'
- Biodegradable ingredients
- Sustainable practices
- Recyclable packaging
- Soy inks
- Vegan friendly formulations
- No animal testing
- No sulphates and parabens
- No microbeads
- No formaldehyde
- No PEG
- No genetically modified ingredients
- Gluten free formulations

IT'S WHAT WE LEAVE OUT OF OUR PRODUCTS THAT'S AS IMPORTANT AS WHAT WE PUT IN



our exclusive 'pure organic complex'<sup>TM</sup>  
(CERTIFIED 100% ORGANIC EXTRACTS)

ORGANIC NETTLE EXTRACT

HELPS CONTROL FLAKINESS AND INCREASE SHINE

ORGANIC GINGER EXTRACT

SOOTHING

ORGANIC ALOE VERA EXTRACT

VITAMINS FOUND IN ALOE EXTRACT - B COMPLEX, FOLIC ACID,  
VITAMIN C AND CAROTENE INCLUDE SOOTHING AND ANTIOXIDANT BENEFITS

ORGANIC LAVENDER EXTRACT

SOOTHES THE SCALP

ORGANIC THYME EXTRACT

TONES AND REFRESHES

ORGANIC ALTHEA EXTRACT

SOFTENS AND SMOOTHS

ORGANIC GLYCERIN

VEGETABLE DERIVED NATURAL HUMECTANT

ORGANIC APRICOT EXTRACT

TONES AND SOFTENS

ORGANIC HORSETAIL EXTRACT

SMOOTHS AND DE-FRIZZES THE HAIR SHAFT

ORGANIC ROSEMARY EXTRACT

SOOTHES AND ADDS SHINE AND ANTIOXIDANT BENEFITS

We are committed  
to using safe proven  
ingredients





We strive to achieve the perfect balance of nature and science, substituting synthetic ingredients with natural plant-based alternatives.



blended with 100% organic extracts and vitamins  
PROVIDING STRENGTH, NOURISHMENT, PROTECTION, MOISTURE AND SHINE

#### SHEA BUTTER

KNOWN FOR IT'S REGENERATIVE, EMOLLIENT AND PROTECTANT PROPERTIES

#### ARGAN OIL

NOURISHES, STRENGTHENS, CONDITIONS, MOISTURISES AND RESTORES SHINE

#### MARULA OIL

MEGA-RICH WITH EXCEPTIONAL MOISTURISING BENEFITS

#### KALAHARI MELON OIL

RICH IN ESSENTIAL FATTY ACIDS, ESPECIALLY LINOLEIC, OLEIC AND PALMITIC FATTY ACIDS

#### MONGONGO OIL

HAS HYDRATING, REGENERATING AND RESTRUCTURING PROPERTIES

#### AÇAÍ OIL

NATIVE TO THE AMAZON RAINFOREST, KNOWN FOR IT'S AMAZING ANTIOXIDANT BENEFITS

#### ALMOND OIL

CONTAINS OMEGA-3 FATTY ACIDS, PHOSPHOLIPIDS, VITAMIN E AND MAGNESIUM TO NOURISH AND STRENGTHEN HAIR

#### BURITI OIL

PROTECTS AND REPAIRS DRY OR DAMAGED HAIR

#### TURMERIC OIL

ANTI-OXIDATION AND ANTI-INFLAMMATORY PROPERTIES

#### SUNFLOWER OIL

CONTAINS FATTY ACIDS, VITAMIN E AND ANTIOXIDANTS







shampoo / conditioner

SULPHATE FREE . PARABEN FREE . GLUTEN FREE . VEGAN FRIENDLY

ULTRA SOFT HYDRATION THERAPY



GODDESS  
SHAMPOO / CONDITIONER

- Organic Shea Butter, Argan Oil and Marula Oil restore moisture loss caused by natural elements, regular chemical treatments or frequent heat styling.
- Enriched with selective treatment oils to rejuvenate and restore healthy moisture balance to hair and scalp.
- Infuse strands with essential hydration and moisture delivering seriously silky, soft results.



organic shea butter . argan oil . marula oil

REPLENISH . NURTURE . REPAIR



PRECIOUS  
SHAMPOO / CONDITIONER

- Organic Mongongo Oil, Shea Butter and Argan Oil repair and replenish hair fatigued by natural elements, regular chemical treatments or frequent heat styling.
- Enriched with selective treatment oils to provide softer, smoother, silkier feeling hair.
- Repair damage from chemicals, colour and heat.



organic mongongo oil . shea butter . argan oil

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

NO YELLOW / GOLD BLONDES



FOREVER BLONDE  
SHAMPOO / CONDITIONER

- Organic Melon Oil, Shea Butter and Argan Oil rejuvenate dull, yellow looking blondes caused by natural elements, swimming, UV, chemical treatments or frequent heat styling.
- Enriched with selective treatment oils to provide softer, smoother, silkier feeling hair.
- Blue Cypress blue/violet pigments are deposited on the hair shaft eliminating yellow tones.



organic melon oil . shea butter . argan oil . blue cypress oil

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

COLOUR FADE DEFENCE



COLOUR ANGEL  
SHAMPOO / CONDITIONER

- Organic Açai Oil, Shea Butter and Mongongo Oil moisturise, repair and soften fragile coloured hair.
- Enriched with selective treatment oils to illuminate coloured hair and help fight colour ageing.
- Prolongs colour and preserves radiance.



organic açai oil . shea butter . mongongo oil

WEIGHTLESS VOLUME AND SHINE



UP.LIFT VOLUME  
SHAMPOO / CONDITIONER

- Organic Buriti Oil, Turmeric Oil and Sunflower Oil make fine hair come alive. High in beta-carotene for shiny, thick hair and healthy scalp.
- Buriti Oil is high in Omega 6 which acts as a natural silicone replacement promoting intense hair nutrition, softness and shine.
- Sunflower Oil is light and easily penetrates deep into the hair shaft and scalp. It also contains antioxidant properties responsible for preventing early hair loss.
- Lifts fine hair up and fills it out, hair looks fuller and feels thicker.



organic buriti oil . turmeric oil . sunflower oil

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

ANTI-AGEING AND REJUVENATING



MIRACLE RENEW  
SHAMPOO / CONDITIONER

- Helps restore hair that is stressed from exposure to elements; heat styling, chemical services and water erosion.
- Organic actives help revive hair that is fragile and weak from chemical services; hair feels soft and smooth without being weighed down.
- Natural anti-ageing actives help protect against free radicals.
- Natural antioxidants help defend against colour fade.
- Natural elastic bio-polymers increase strength, resilience and elasticity.
- Moisturising actives with anti-humidity properties help to reduce frizz.
- Vitamins and natural oil actives help restore all types of damaged hair.
- Natural anti-irritant protects scalp against allergens from outside agencies.



organic almond oil . mongongo oil . shea butter



'Bond Cure' technology protects the bonds against initial breakage and repairs broken bonds from severe damage caused by bleaching, over processing and extreme heat flat irons.

Fusion Complex specialty haircare is a range of products formulated to rebuild chemically damaged hair from the inside out. Active repair ingredient acts by protecting existing disulphide bonds as well as reconnecting broken ones.

Enriching organic Ginger, Rosemary and Açai Oils soften and smooth hair texture while improving hair colour intensity for stronger, healthier hair.



organic ginger oil . rosemary oil . açai oil

#### FUSION COMPLEX SHAMPOO / CONDITIONER

- This is a beautiful blend of science with nature. 'Bond Cure' plus organic complex blend together to create a luxurious restructuring shampoo and conditioner.
- Organic Ginger Oil, Rosemary Oil and Açai Oil has amazing antioxidant benefits to soothe and repair damaged hair.
- Protects hair against UV, thermal and humidity.
- Repairs split ends to d-frizz, smooth and make hair more manageable.

#### FUSION COMPLEX BOND REPAIR TREATMENT

- Prevents damage and repairs hair integrity from salon processes, adds shine and lustre to hair.
- Leaves hair feeling smoother, softer to touch, more resilient and manageable.
- Rebuilds chemically damaged hair improving hair colour intensity and protection against fade.
- Protects hair against UV, thermal and humidity.

#### FUSION COMPLEX LEAVE IN TREATMENT

- Enriched with selective treatment oils to soften and smooth hair texture while improving hair colour intensity for stronger, healthier hair.
- Instant reconstructant leave in treatment to protect and repair all damaged/coloured hair types.
- Hair is instantly detangled softened and frizz free.
- Protects hair against UV, thermal and humidity.



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# treatments

SULPHATE FREE . PARABEN FREE . GLUTEN FREE . VEGAN FRIENDLY



## INTENSE RESTORATIVE HYDRATION TREATMENT



### SACRED MASK

- Organic Shea Butter, Argan Oil and Marula Oil restore moisture, soften and strengthen all hair types.
- Enriched with selective treatment oils to enhance smooth, silky, healthier hair.
- Saturates hair with intensive moisture and seals it in, softens and deeply conditions.



organic shea butter . argan oil . marula oil

## ANTI-AGEING AND REJUVENATING TREATMENT



### MIRACLE RENEW MASK

- Helps restore hair that is stressed from exposure to elements; heat styling, chemical services and water erosion.
- Organic actives help revive hair that is fragile and weak from chemical services; hair feels soft and smooth without being weighed down.
- Natural anti-ageing actives help protect against free radicals.
- Natural antioxidants help defend against colour fade.
- Natural elastic bio-polymers increase strength, resilience and elasticity.
- Moisturising actives, with anti-humidity properties help to reduce frizz.
- Vitamins and natural oil actives help restore all types of damaged hair.
- Cell renewal complex (amino acids and vitamins) penetrates the hair cortex, fortifying the hair structure internally while providing an external protective film, which softens and protects the hair.



organic almond oil . mongongo oil . shea butter

## LEAVE IN TREATMENT



### PRECIOUS ENDS

- Unique organic Goji Berry Oil, Amino Acids, powerful antioxidants and beta-carotene restore and protect against colour fade and repair damage caused by heat, sun and chemical treatments.



organic goji berry oil

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styling

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**BEACH TEXTURE SPRAY**  
WEIGHTLESS VOLUME / TOUSLED FINISH  
BEACHY LOOK FOR ALL HAIR TYPES

- Creates messy undone styles adding volume and texture.
- Protects against UVA, UVB and UV damage from the sun.
- Texturising spray giving body and definition to all hair types.
- Smooth non-sticky finish.

medium control / low shine

**VOLUMISING SPRAY**  
BODY BUILDING ROOT LIFT / DRY TEXTURE AND THICKER HAIR

- Creates anti-gravity all-over bodifying fullness in all hair types.
- Protects against UVA, UVB and UV damage from the sun.
- Lightweight body texture spray.

medium control / low shine

**STYLING PRIMER**  
ANTI-HUMIDITY HEAT PROTECTION  
RAPID BLOW DRY TONIC / EXTENDS STYLE LIFE

- Rapid blow dry tonic to extend style life.
- Protects against UVA, UVB and UV damage from the sun.
- Blow dry styling primer cuts blow dry time leaving hair perfectly primed for styling.

light-medium control / high shine

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







### CURLY GIRLY DEFINE SHAPE / D-FRIZZ / MOISTURISING CURL PRIMER

- Define shape and eliminate frizz for beautiful touchable natural looking curls.
- UV, thermal and humidity defence protects against overexposure to sun, swimming, chemical treatments and heat styling.
- Exclusive 'Pure Organic Complex'™ (100% organic extracts) reduces environmental damage to hair and scalp.
- Curl enhancing foam.
- Leave-in curl memory.

light-medium control / medium shine

### SENSUAL CURLS CURL RELAXING CREAM / SOFT LUSCIOUS CURL CONTROL

- Delivers lasting curl perfection, turning frizz into soft smooth curls.
- Protects against frizz caused by humidity, sun, thermal styling and chemical treatments.
- Moisturises, shines and seals.
- Controlled luscious curl control.

medium control / medium shine

### SHAPING SERUM STYLING VOLUME LOTION / CONTROL, BODY AND SHINE

- A versatile spreadable sculpting serum that gives hair more body and shine. Controls frizz while providing a natural looking style.
- UV, thermal and humidity defence protects against overexposure to sun, swimming, chemical treatments and heat styling.
- Styling bodifying agents provide long-lasting memory and texture.

medium-strong control / high shine

### STYLING CREAM MEDIUM HOLD / NATURAL SHINE PLIABLE CREAM TO CREATE SHAPE

- A versatile spreadable styling cream for medium hold and natural shine.
- UV, thermal and humidity defence protects against overexposure to sun, swimming, chemical treatments and heat styling.
- Reduces environmental damage to hair and scalp.

medium control / low shine

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







**FINEST VOLUMISING POWDER**  
**FULL BODY / FLEXIBLE TEXTURE**

- Creates full body with flexible, invisible, natural looking texture.
- Full body styling power.
- Flexible texture.
- Direct application unique to Pure, dispense soft micro natural rice starch particles.
- Neutral colour to blend with all hair shades.

medium control / low shine

**OOMP WAX SPRAY**  
**FIERCE TEXTURE / CONTROLLED FIXATION / ULTRA FIRM FINISHING**

- Wax dry formula provides control with dishevelled volume for a casual matt finish.
- High performance finishing spray.
- Thermal defence protects against chemical treatments and heat styling.

medium-strong control / medium shine

**PLUMPING CLAY SPRAY**  
**INCREDIBLE VOLUME / SEXY FLEXIBLE TEXTURE**  
**INVISIBLE LASTING HOLD**

- Creates messy undone styles adding incredible volume and sexy flexible texture.
- Invisible working spray that builds incredible volume.
- Thermal defence protects against chemical treatments and heat styling.

medium-strong control / low shine



*Bee Pure*  
PROTECTING OUR POLLINATORS

BEE PURE BY PURE HAIRCARE ARE WORKING TO SAVE THE NATIVE BEES OF AUSTRALIA BY PLANTING THE FLOWERS LOVED BY BEES.

Our Bee Pure seed blossoms, handmade by the wonderful team at Pure Haircare, are a fun and friendly way to spread bee-friendly flowers to increase the habitat for our native bees.

Each seed blossom is a special blend of seeds and organic clay to enable them to grow where they fall, thus increasing the natural habitat and food source of our native bees.

THROW AND WATCH THEM GROW!

*if bees go, we go too!*

beepureaustralia.com



purehairaustralia.com



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