



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.



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.

PURE PRODUCTS USE:

- Natural ingredients of natural origin
- Organic ingredients are '100% certified'
- Biodegradable ingredients
- Sustainable practices
- Recyclable packaging
- Sov 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









shampoo / conditioner - sulphate free . Paraben free . Gluten free . Vegan friendly







- 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.

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 shea butter . argan oil . marula oil



organic mongongo oil . shea butter . argan oil

COLOUR FADE DEFENCE ANTI-AGEING AND REJUVENATING NO YELLOW / GOLD BLONDES WEIGHTLESS VOLUME AND SHINE



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.



COLOUR ANGEL SHAMPOO / CONDITIONER

- Organic Acai 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 melon oil . shea butter . argan oil . blue cypress oil





















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



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 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.



organic ginger oil . rosemary oil . açai oil



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.





 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.



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.



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.

protective film, which softens and protects the hair.

- 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







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.



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



styling - sulphate free . Paraben free . Gluten free . Vegan friendly





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.



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.



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.

medium control / low shine

medium control / low shine

light-medium control / high shine

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



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.



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.



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 / medium shine

medium-strong control / high shine

medium control / low shine





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'TM (100% organic extracts) reduces environmental damage to hair and scalp.
- Curl enhancing foam.
- · Leave-in curl memory.

light-medium control / medium shine



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



OOMPH 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



- 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 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















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

