



Mother's Day

PURE ORGANIC GIFT PACKS

LIMITED EDITION COOLER BAG CONTAINS 300ML PURE SHAMPOO AND CONDITIONER PLUS 150ML TREATMENT



LIMITED EDITION COOLER BAG AVAILABLE IN TWO DESIGNS



AVAILABLE IN:

- GODDESS WITH PRECIOUS ENDS LEAVE IN TREATMENT
- PRECIOUS WITH PRECIOUS ENDS LEAVE IN TREATMENT
- FOREVER BLONDE WITH PRECIOUS ENDS LEAVE IN TREATMENT
- COLOUR ANGEL WITH PRECIOUS ENDS LEAVE IN TREATMENT
- UP.LIFT VOLUME WITH PRECIOUS ENDS LEAVE IN TREATMENT
- MIRACLE RENEW WITH PRECIOUS ENDS LEAVE IN TREATMENT
- FUSION COMPLEX WITH FUSION COMPLEX BOND REPAIR TREATMENT



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april



+



+



20g 11.9

20g 10.71

80g Activator 1

OUR EXCLUSIVE PURE COLOUR PIGMENT RETENTION COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

BIO-COLOURING SYSTEM : Pure bio-enhanced colouring system is formulated with our exclusive Pure Colour Pigment Retention Complex blended from **100% CERTIFIED ORGANIC EXTRACTS** and powerful **PHYTONUTRIENTS**.

COLOUR PIGMENT RETENTION COMPLEX : Colour Pigment Retention Complex provides triple guard protection for natural/artificial colour pigment against **oxidization** (free radicals), **ageing** (thinning and greying) and **fade** (sunlight damage).

pure
ORGANIC CERTIFIED
COMPLEX

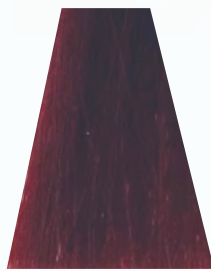
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Pure Evolve Marigold



10g 8.43

+



6g 7.64

+



8g Gold Mixtone

+



24g 10vol

=



Marigold

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PURE RETAIL DEAL

SPEND \$295 ON ASSORTED PURE STOCK – INCLUDING PACKS AND RECEIVE 1 OF EACH MERCH ITEM NO CHARGE



RETAIL STAND HEADER



2 X LITRE POS



SET OF 7 KINDS SMALL CHARACTER STRUT CARDS



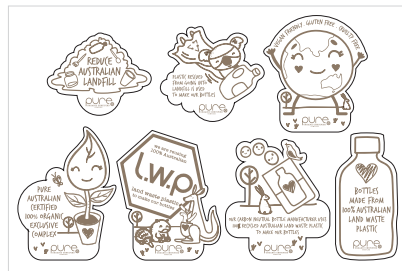
COUNTER STAND WITH BACKING CARD



AUSTRALIAN MADE AND OWNED DECALS



LWP AND ORGANIC SHELF TALKERS



SET OF 7 MIRROR DECALS



SHELF WOBBLERS



SET OF 4 LOGO DECALS

EARTH DAY 2021

EARTH DAY IS CELEBRATED AROUND THE WORLD ON APRIL 22 TO DEMONSTRATE SUPPORT FOR ENVIRONMENTAL PROTECTION. THE THEME FOR 2021 IS 'RESTORE OUR EARTH'. HERE ARE SOME EASY STEPS YOU CAN MAKE TODAY TO DO YOUR PART FOR OUR PLANET:

- REMEMBER TO TURN OFF THE LIGHTS WHEN YOU LEAVE A ROOM!
- FIND A WAY TO GET OUTSIDE AND HELP PLANT A TREE IN YOUR COMMUNITY
- TRY CARPOOLING, WALKING, BIKING OR PUBLIC TRANSPORT
- EATING FRUITS, VEGGIES OR LOCALLY SOURCED FOODS CAN REDUCE EMISSIONS

FOLLOW OUR SOCIAL MEDIA TO SEE WHAT ACTIONS YOU CAN TAKE TODAY TO HELP RESTORE OUR EARTH!



NEW PURE WALNUT SCRUB SKINCARE FOR HAIR HAS ARRIVED!

SCALP SCRUBS AIM TO LOOK AFTER THE SKIN ON YOUR SCALP, BY DOING THIS YOU HELP YOUR HAIR GROW AT ITS HEALTHIEST. HAVING THAT FRESH FEELING WHILE USING ORGANIC PRODUCTS FOR ANYONE WHO MIGHT GET AN OILY OR FLAKY SCALP THE PURE WALNUT SCRUB WILL BE BENEFICIAL. IT IS A PURIFYING AND SOOTHING SCALP DETOX SCRUB THAT WILL CLEANSE AND REBALANCE YOUR SCALP GENTLY WITH ITS NATURAL ORGANIC WALNUT AND APRICOT SHELL.



DEALS . EDUCATION . BUSINESS TIP

DEAL 01

FIX HAIRCARE SHAMPOO AND CONDITIONER TRIO PACKS

EACH PACK CONTAINS:
500ML SHAMPOO
500ML CONDITIONER
PLUS 200ML RESKU-ENZ

AVAILABLE IN:
DRY + DAMAGED
COLOUR + CHEMICALLY TREATED
BLONDE + HIGHLIGHTED



PURE EDUCATION FOR APRIL

PURE TALK LIVE

MONDAY 19 APRIL :
COLOUR AND HEAT WITH HELENA RYAN FROM QLD

PURE EDUCATION LIVE

THURSDAY 15 APRIL :
WHY DO WE MEASURE WHEN MIXING COLOUR WITH JULIE TRUTER FROM VIC

MONDAY 26 APRIL :
TO SHAMPOO PRE COLOUR OR NOT? WITH JADE KERSEY FROM WA

PURE NATIONAL ZOOM TRAINING

MONDAY 19 APRIL :
PURE FOLLICLE TO FIBRE – THE SCIENCE BEHIND HAIR WITH ANTHONY PRESETTO FROM QLD
(THIS ZOOM MEETING IS EXCLUSIVE AND COMPLIMENTARY TO OUR PURE DIAMOND LOYALTY CLIENTS)

MONDAY 26 APRIL :
MASTERING PURE WITH JULIE TRUTER FROM VIC

FOR BOOKINGS OR MORE INFORMATION CONTACT YOUR SALES AGENT, HAIRJAMM TECHNICIAN OR HAIRJAMM HEAD OFFICE.

DEAL 02

JUUCE PERM DEAL

BUY:
20 ASSORTED PERMS + 20 NEUTRALISERS
AT LIST PRICE

RECEIVE NO CHARGE:
20 ASSORTED PERMS + 20 NEUTRALISERS



DEAL 03

JUUCE MAJIK DEAL

BUY:
42 ASSORTED JUUCE MAJIK
TREATMENTS AT LIST PRICE

RECEIVE NO CHARGE:
30 ASSORTED JUUCE MAJIK
TREATMENTS PLUS MAJIK STAND



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SPENDING TIME AT THE RECEPTION DESK

MANY OF THE MOST SUCCESSFUL SALON BUSINESSES, OPERATE WITH A RECEPTIONIST AND MORE OFTEN THAN NOT THIS RECEPTIONIST IS THE OWNER.

WHY DO SALON OWNERS WORK THE RECEPTION DESK IN THESE EXCEPTIONALLY PROFITABLE SALONS, INSTEAD OF THE STANDARD 40 HOURS ON THE FLOOR EACH WEEK?

THE SIMPLE ANSWER IS, YOU CAN MAKE A LOT OF YOUR INCOME VIA THE DESK, KEEP A CHECK ON YOUR TEAMS WORK AND CONTROL THE CUSTOMER EXPERIENCE YOU HAVE CREATED.

LET'S LOOK A LITTLE DEEPER AT THE "WHY".

YOUR CLIENTS CHOOSE YOUR SALON FOR A VARIETY OF REASONS, THESE ALL COMBINE TO CREATE A SALON EXPERIENCE UNIQUE TO YOUR BUSINESS, THIS COMBINATION IS THE VALUE YOUR CLIENTS PERCEIVE AND IT IS THE SOLE REASON THEY RETURN.

EACH OF YOUR OPERATORS WILL DELIVER A SLIGHTLY DIFFERENT EXPERIENCE, EVEN IF YOU HAVE AN EFFECTIVELY WRITTEN PROCEDURE AND POLICY MANUAL, YOUR FIRST JOB AS RECEPTIONIST IS TO MAKE SURE THAT YOUR CLIENTS ARE RECEIVING ALL THAT THEY EXPECT FROM THEIR APPOINTMENT IN YOUR BUSINESS.

YOU MUST MANAGE QUALITY CONTROL!!

PLEASE BE MINDFUL THAT IF YOU, "THE OWNER", IS BOOKED OUT FOR 40 HOURS EACH WEEK ON THE FLOOR, OFTEN YOUR TEAM WILL "DO THINGS THEIR WAY", AT THE EXPENSE OF YOUR CLIENTS EXPERIENCE.

NEXT, YOU, AS THE RECEPTIONIST ARE RESPONSIBLE FOR UPSELLING SERVICES TO YOUR CLIENTS AND FILLING THE APPOINTMENT BOOK EFFICIENTLY. SIMPLE THINGS LIKE FILLING THE EARLIEST AVAILABLE APPOINTMENT FIRST, AND NOT LEAVING 15 OR 30 MINUTE GAPS BETWEEN CLIENTS TO CATCHUP OR CHECKING THE CLIENT HAS THE RIGHT HOMECARE PRODUCTS, THESE CAN ADD THOUSANDS OF DOLLARS TO YOUR BUSINESS INCOME EACH WEEK.

IF YOU AREN'T AT THE DESK, WHO'S IN CHARGE OF REBOOKING AND RETAILING. GOOD OPERATORS REBOOK UPWARD OF 80% OF THEIR CLIENTS, ON THE DAY, IN A 4-6 WEEK TIME FRAME. THEY ALSO SELL ABOVE 6 RETAIL UNITS PER 10 CLIENTS. A CLIENT WHO "RETURNS" IS NOT NECESSARILY A REBOOKED CLIENT, IT'S THE TIME FRAME THAT MATTERS.

A GOOD RECEPTIONIST CAN MAINTAIN THESE FIGURES ACROSS EVERY TEAM MEMBER. DO A FEW SUMS ON YOUR CURRENT SALON REBOOKING AND RETAIL TO UNDERSTAND HOW MUCH BUSINESS COULD IMPROVE.

YOUR RECEPTIONIST DELIVERS YOUR BRAND, YOUR RECEPTIONIST IS YOUR BRAND, RECEPTION IS ALSO RESPONSIBLE FOR MANAGING, DATA COLLECTION, INFORMING CLIENTS OF YOUR CURRENT PROMOTIONS, PREPARING INFORMATION FOR SOCIAL MEDIA AND MARKETING, STAFF ROSTERING AND QUALITY CONTROL.

MORE THAN LIKELY YOU'RE NOT IN CONTROL OF YOUR KEY SERVICE OFFERINGS, IF YOU ARE BUSY CUTTING HAIR.

UNTIL NEXT MONTH!

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