

RETAIL
PURE Envy®

PROUDLY PRODUCED IN
SOUTH AFRICA



PURE ENVY



VISION

Pure Envy is focused on trendy and innovative haircare. Our goal is to become the leading trend setter in the professional hair industry.

MISSION

Pure Envy firmly believes in excellent service delivery. We strive to be at the forefront of new developments in the hair cosmetic industry.

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250ML
PR07

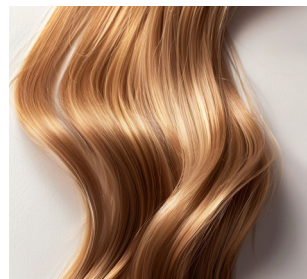


1L
PR08

KWIK SILVER SHAMPOO

Enhances and brightens grey, blonde, and bleached hair to a silver/ platinum blonde. Creates a bright silver and platinum effect on blonde hair with a glorious shine.

This product contains **NO CRYSTAL VIOLET or GENTIAN VIOLET (CI42555)**.



KWIK SILVER SULPHATE FREE SHAMPOO

Pure Envy Kwik Silver Sulphate Free Shampoo gently cleanses while enhancing and brightening grey, blonde, and bleached hair to a radiant silver or platinum blonde. It delivers a luminous shine and cool-toned finish **without the use of Crystal Violet or Gentian Violet (CI42555)**.

Free from sulphates, this formula is ideal for maintaining colour while being gentle on both the hair and scalp.



250ML
PR23



SILVER CARE RANGE

KWIK SILVER CONDITIONER

Enhances and brightens grey, blonde and bleached hair to a silver/ platinum blonde. Eliminates unwanted yellow and brassy tones resulting in a silver effect.

Creates bright silver and platinum effect on blonde hair with a glorious shine. Replaces lost moisture to dry & damaged hair.

This product contains **NO CRYSTAL VIOLET or GENTIAN VIOLET (CI42555).**



250ML
PR14



1L
PR15



250ML
PR13

ONE SHOT BLONDE

LEAVE-IN CONDITIONING SPRAY

One Shot Blonde enhances and brightens blonde, grey & bleached hair, resulting in a platinum effect. It is a leave-in conditioning spray that detangles & protects the hair by rebuilding the cuticle layer, leaving hair with a vibrant shine.

Heat protector that prevents mechanical damage from hairdryers and flat irons. Enhances volume and fullness with its lightweight formulation.

Thermal protection up to 180 C.

This product contains **NO CRYSTAL VIOLET or GENTIAN VIOLET (CI42555).**



SILVER CARE RANGE

KWIK SILVER MOUSSE

Kwik Silver Mousse is formulated as a lightweight volumizing mousse that may brighten blonde, grey and bleached hair to a platinum effect. Kwik Silver Mousse will safeguard your hair from heat styling tools with built-in thermal protection. Suitable for all hair types, including fine, straight, wavy and curly hair.

HOLDFACTOR



MEDIUM



90ML
PR52



KWIK SILVER CREAM

LEAVE-IN STYLING LOTION

Kwik Silver Cream is a multifunctional leave-in styling cream formulated for blonde, grey and highlighted hair. This lightweight conditioning formula helps to detangle and control frizz while providing thermal protection during blow-drying and heat styling.

Enriched with conditioning agents and violet pigments, Kwik Silver Cream assists in neutralising unwanted yellow and brassy tones, leaving the hair looking cooler. Hair finish will be soft and glossy.

HOLDFACTOR

1

2

3

4

SOFT



250ML
PR51

PURE BLUE SHAMPOO

Pure Blue Shampoo is a salon-quality formula designed to neutralise unwanted warm tones in brown, light brown, and dark blonde hair. Infused with advanced blue pigments, this shampoo counteracts brassy, orange and red tones, leaving hair looking cool, vibrant and refreshed.



NEUTRALISE BRASS. REVIVE BLONDE. RESTORE SHINE





1L
PRO5



250ML
PRO3

PURE ROSE SHAMPOO

MOISTURE SHAMPOO

Pure Rose Shampoo is a pH-balanced formula specially crafted for chemically treated and colour-enhanced hair. Infused with moisturising ingredients to help restore softness, hydration, and shine while maintaining the integrity of delicate strands. The low pH level works to seal the hair cuticle, locking in colour pigments and extending the vibrancy and longevity of hair colour. Rose Shampoo helps rebalance and protect the scalp, leaving hair silky, smooth, and beautifully fragrant with the soft essence of rose.

pH 5.5



250ML
PR04



1L
PR06

PURE ROSE CONDITIONER

MOISTURE CONDITIONER

Pure Rose Conditioner contains a moisturising formula that gently detangles and restores vitality to dry or chemically processed hair. Enriched with nourishing ingredients the conditioner replenishes lost moisture that enhances manageability. The rose infused formula helps balance and protects hair after colour treatments. Hair feels instantly revitalised.



PURE SHAMPOO BAR

Pure Shampoo Bar is **SLS-free** and **Paraben-free**, making it gentle on the hair. Pure Shampoo Bar is enriched with French Oak and Aloe extract, which has anti-aging and anti-breakage properties. The Pure Shampoo Bar leaves your hair feeling soft.

Optimal as a travel option.

pH 5.4

SULPHATE FREE





PURE ATTITUDE



CAFFEINE SHAMPOO

Pure Length Caffeine Shampoo has a pH balanced formula, with active ingredients to cleanse your hair and scalp. Caffeine gives essential protection to the hair by strengthening the hair roots to minimize hair loss.

Pure Length Caffeine Shampoo improves vitality in the hair follicles with a specialized protein that nourishes the scalp.

Caffeine is absorbed by the scalp to increase micro-circulation, thus stimulating hair growth. The moisturizing oils assist in soothing the scalp, prevent irritation and dryness.



250ML
PR29

CAFFEINE MASK

Pure Length Caffeine Mask is formulated with active ingredients to nourish your hair and scalp while strengthening your hair roots to minimize hair loss.

Pure Length Caffeine Mask penetrates into the hair follicles where the active ingredient, caffeine, is absorbed by the scalp to stimulate micro-circulation.

The moisturizing oils assist in soothing the scalp, prevent irritation and dryness.

BENEFITS:

- Caffeine stimulates hair growth.
- Improve the length of individual hair follicles.
- Extend the growth phase of the hair cycle.
- Aids the hair in protein production which strengthens hair.



**TAKE CARE OF EVERY STRAND
BEFORE IT'S TOO LATE.**





250ML
PR28

BIOTIN SPRAY

WITH HORSETAIL, BERGAMOT & GINSENG

Biotin (also known as vitamin H) is part of the B-Complex group of vitamins, which assist in preventing hair loss and promotes hair growth.

Biotin Spray provides a number of benefits for the hair and scalp by accelerating blood circulation to the scalp to absorb vitamins and minerals, thus promoting rapid hair growth. The formulation regulates and stabilizes oil secretion as well as the pH balance of the scalp.

Biotin Spray is designed for both men and women to prevent hair loss and stimulate faster hair growth.

Regular use will improve the quality and texture of the hair.

HORSETAIL

BERGAMOT

GINSENG



50ML
PR11

LIQUID GOLD

Liquid Gold is a pure protein hair repair leave-in treatment.

- Nano technology ensures immediate penetration into the cortex of the hair.
- Repairs and rebuilds the hair structure for 48 hours.

HOLDFACTOR



SOFT

NANO TECHNOLOGY

"Locks in moisture while locking out humidity."

PURE PROTEIN MASK

Pure Protein Mask's key ingredient is hydrolysed keratin which makes this mask an excellent repair treatment for extremely dry and damaged hair.

- Protein will be replenished in over processed hair.
- Protein helps to strengthen the hair structure and assist with long-lasting colour results.



500ML
PR24

200ML
PR58



HYDROLISED KERATIN:

- Keratin comes from cysteine, which can link in pairs and form a strong bridge called a disulphide bond.
- Keratin supports and maintains healthy and youthful looking hair.
- This leads to less hair breakage, improved shine and a reduction in hair loss.

DE-FRIZZ-IT SHAMPOO

This unique treatment regimen is sulphate free and gently cleanses sensitive, curly, frizzy and coloured hair.

De-Frizz-It Shampoo is formulated with ground-breaking technology which creates a dense foam, that cleanse hair from root to tip. De-Frizz-It Shampoo's pH is low which will protect colour treated hair.

pH 5.5

SULPHATE FREE



250ML
PR19



250ML
PR18

DE-FRIZZ-IT CONDITIONER

De-Frizz-It Conditioner is formulated with advanced technology. It repels humidity and reconstructs damaged or chemically treated hair.

This unique treatment regimen penetrates into the hair shaft, revitalizing and strengthening tired hair, leaving it smooth, silky and shining brilliantly.

SULPHATE FREE

DE-FRIZZ-IT MASK

WITH ARGAN OIL

Pure Envy De-Frizz-It Moisture Mask is a deeply nourishing treatment ideal for dry, damaged, and chemically treated hair.

Infused with Argan Oil, it penetrates the hair cortex to repair and regenerate from within, helping to restore strength, softness, and shine. Perfect for reviving weak or mechanically damaged hair, this mask leaves hair smooth, hydrated, and visibly healthier.

SULPHATE FREE

FORMULATED FOR DRY & DAMAGED HAIR
- BRAZILIAN HAIR TREATMENT FRIENDLY

ARGAN OIL

- Good natural source of Vitamin E.
- Hydrates & nourishes.
- Prevents hair breakage.



200ML
PR57



500ML
PD02



DE-FRIZZ-IT RANGE

DE-FRIZZ-IT SPRAY

STRAIGHT & SLEEK THERMAL PROTECTION SPRAY

De-Frizz-It Spray contains keratin, a new generation silicone and cationic conditioners that gives thermal protection against high temperatures guaranteeing extra smooth results.

De-Frizz-It Spray reduces frizziness with a built in anti-humidity protection, that repels moisture away from hair.

This heat defence is created to protect the hair structure, when using a ceramic straightening iron.

Thermal protection up to 210°C.

SULPHATE FREE



250ML
PD03

DIRECTIONS FOR USE

- Apply a small amount of serum to damp or dry hair, focusing on the mid-lengths and ends.
- Do not rinse.
- Style as desired.



**Protection Against
Heat And Pollution**



**Lightweight Formula
That Smooths The Hair
Fiber And Reduces Frizz**



**Seals The Cuticle And
Provides Long-Lasting
Softness And Silkiness**

DE-FRIZZ-IT SERUM

Pure Envy's DE-FRIZZ-IT SERUM assists in sealing the hair cuticle, creating a glossy and polished appearance. This serum aids in locking in moisture, supporting long-lasting hydration and a lightweight barrier against humidity.

De-Frizz-It Serum is ideal for colour-treated hair to maintain vibrancy while nourishing each strand. Regular use may result in a smooth and reduced frizz finish leaving hair sleek and shiny.



HOLDFACTOR



SOFT



DE-FRIZZ-IT RANGE



250ML
PR09

CREATIVE SHINE

Creative Shine is a lightweight, conditioning blow wave lotion that provides a medium hold. Creative Shine Lotion assists in eliminating frizz and enhances shine.

It helps to provide the hair with added body & bounce resulting in a luscious flexible hold.

Thermal protection up to 180°C.

HOLDFACTOR



MEDIUM

PURE GLOSS

Pure Gloss seals the cuticles of the hair, preventing split ends and reduces frizz. Pure Gloss leaves hair feeling soft and shining brilliantly.

Optimal as a glossy finishing spray.

HOLDFACTOR



SOFT



100ML
PR20



100ML
PR40

PURE HAIR MIST

HAIR PERFUME

Pure Hair Mist is a floral fragrance consisting of Lilac, White Peony, Rose, and Jasmine. Spray daily to envelop your hair with the lightweight flower infused mist.

The floral heart of the hair mist is sophisticated and will refresh and nourish hair with softening ingredients. Designed to embellish your hair with a luxurious scent that is suitable for all hair types.

HOLDFACTOR



SOFT

BEACH WAVES TEXTURIZING SPRAY

The Pure Envy Beach Waves Texturizing Spray will provide flexible styling to define natural curls and waves. This lightweight formula enhances texture and body, giving hair a soft to medium hold with added volume. Texturizing Spray includes thermal protection up to 200 ° C to shield hair against heat damage. Perfect to create the foundation for an all-day style with a lasting finish.

- Volume & Texture
- Medium Hold
- Lightweight Formula
- Thermal Protection

HOLDFACTOR



MEDIUM



250ML
PR50



ARTISTIQUE

DIRECT COLORS

AMMONIA FREE

Intense fashion colours that can be mixed together.

If you want a pastel shade or lighten the colour, you can mix Freak Direct Colors with the Freak Direct Colors Blanc Toner.



135ML



VIOLET KISS



DEEP PURPLE



MIDNIGHT BLUE



OCEAN BLUE



TURQUOISE



PINE GREEN



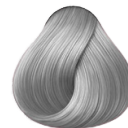
CHERRY PINK



MIDNIGHT TULIP



PINK KISS



GRANNY GREY



CANDY PINK



BLOOD RED



FIRE RED



SILVER



FROGGY GREEN



LEMON YELLOW



FIRE ORANGE



BLANC TONER



MIDNIGHT BLACK



SMOKEY GREY





YOU CARE CLEANSING SHAMPOO

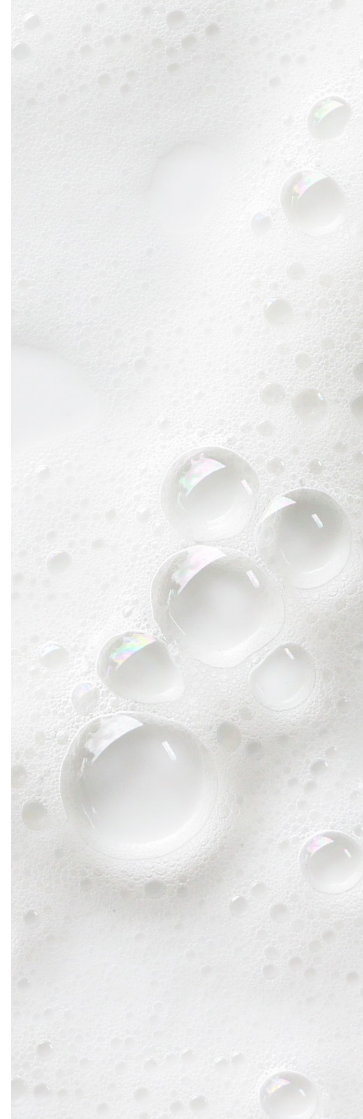
A special shampoo to remove styling products from the hair.

Leaves the hair healthy, shiny and easy to comb.

pH 5.25

1L

HR1





BEACH BLONDE COLOUR SPRAY

PEARL

Illuminate your hair with a soft, radiant glow. This nourishing color spray enhances the natural and dyed tones of blonde or white hair, adding dimension, vibrancy, and a luminous shine. Simply spray onto your hair for an instant sun-kissed finish.



200ML
BB016



150ML
AR010

DYNAMIC SHAPE

Dynamic Shape provides elastic styles with a strong hold and shine. With Dynamic Shape it is possible to restyle hair over and over again.

HOLDFACTOR



150ML
AR01

STAY CONTROL

Quick-drying gel for trendy volume styling, which leaves no build-up. You can create a great firm styling with an extra-long hold.

HOLDFACTOR



MATT STYLER

Create your matt style with strong hold. Matt Styler gives textured rugged looks with a matt finish.

HOLDFACTOR



150ML
TS009



150ML
TS008

HAIR STYLER

A styling product that gives your hair a pearly shine. Can be used for hair drying or styling the hair.

HOLDFACTOR



STRONG

ULTRA SPYKER

Strong and fast-drying, ideal for making extreme styling effects in short hair.

HOLDFACTOR



EXTRA STRONG



150ML
AR09



30ML
AR05



125ML
AR10

MATT CLAY

Dry styling clay with a medium hold and matt finish. Use to texturize and define medium to short hair.

HOLDFACTOR

1 **2** 3 4
MEDIUM

WEB FIBRE

For exciting flexible styling. Web Fibre can be used for strong styles, flexible, spikey or more subtle styles.

HOLDFACTOR

1 **2** 3 4
MEDIUM



125ML
AR04



200ML
TS002

GEL SPRAY

For all creative and trendy styling techniques. For a longer lasting hold, volume and shine. Also suitable to accentuate special parts in the hair.

HOLDFACTOR



STRONG

OCEAN SPRAY

Get a beach look that gives you irresistible definition.

HOLDFACTOR



MEDIUM



200ML
TS013



GLOSS SPRAY WAX

Brings shine to the hair without
losing strength.

HOLDFACTOR



STRONG



200ML

TS001



200ML
TS035

ROOT LIFTER MOUSSE

Ideal for creating firm volume, easily and quickly.
Suitable for all hair types.

HOLDFACTOR



STRONG

VOLUME GRIP POWDER

Gives your hair a volume boost.
Most effective when applied to the roots of dry hair.

HOLDFACTOR



EXTRA STRONG



10g
TS021



150ML
TS012

POMADE ORIGINAL

The glossy pomade provides control and definition without overloading your hair. Create a look that will stay put.

HOLDFACTOR



STRONG



150ML
TS31

POMADE SOFT

For extremely flexible styling.

HOLDFACTOR



MEDIUM



150ML
TS032

POMADE STRONG

For flexible styling with a strong finish.

HOLDFACTOR



EXTRA STRONG

CONTACT DETAILS

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012 361 8474



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www.pure-envy.co.za

TRADING HOURS

Monday – Friday | 08:00 – 16:30

TRADE SHOPS

MONTANTA

Esther

076 101 1505

978 Veda Ave
Montana AH
Pretoria

LYNNWOOD GLEN

Julia

063 152 6178

Shop 3
Argentum Building
66 Glenwood Road
Lynnwood Glen

CENTURION

Patience

065 597 8143

Unit A03
One Highveld
5 Bellingham Road
Centurion

SOCIAL MEDIA



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@Pure Envy Hair
Cosmetics



@icon.pure.envy.hair



@icon & pure envy hair