

THE ECO-FRIENDLY HAIR EXTENSION COMPANY

# Pure™

EXTENSIONS

## MEDIA KIT



FOR IMMEDIATE RELEASE:

**PURE Extensions™:  
Breaking Ground with Non-Damaging Application,  
Innovative Education Program, and an Eco-Conscious Determination.**

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Santa Monica, California - December 11, 2009 - PURE HAIR INC. stays true to their mission and tag line, Beauty with a Conscience, with their landmark PURE EXTENSIONS. PURE is the first hair extension company to recognize and act on its responsibility to the environment. Believing that beauty can be green, PURE strives to make every aspect of their business reduce their carbon footprint on the earth. From the extension application to the minimal packaging, no waste is tolerated. PURE hair extensions are made of the finest quality 100% Remy human hair; completely synthetic free, and their micro cylinder bonds are made from recyclable copper. The application process does not use any heat, glues or waxes so there no harmful fumes emitted or chemicals used. This process allows for the hair to be applied 3-4 times faster and last 3-4 times longer than traditional extensions...faster, safer, better.

The PURE Extensions line is comprised of the 23 "natural" colors available in multiple lengths and densities, as well as the recently released PURE RADICALS: 12 vibrant, avant-garde colors that can be used moderately to accent any style or liberally to make a statement.

The PURE Online Education Program is the first of its kind, allowing stylists to purchase a starter kit - with all the tools necessary to begin applying extensions - and take the certification course online eliminating the need to travel to a class and permitting the stylist as much time as needed to complete the program. Narrated by the world-renowned Vivienne Mackinder, the online program consists of a series of tests that the stylist must complete in order to move along with continued education consisting of a wealth of instructional videos on application methods, cutting, and styling. Also included is an introduction to the PURE Radicals, along with some amazing styling techniques from Ms. Mackinder.

PURE limits the amount of packaging they use while making sure that any necessary packaging is made out of recycled materials or is recyclable itself. PURE also uses biodegradable bags to package the hair as well as vegetable-based inks that help reduce harmful carbon emissions for all necessary printing.

PURE is devoted to giving back and works closely with the Matter of Trust Charity that tries to help clean up devastating global oil spills. PURE asks that when each stylist removes used PURE Extensions, they return the hair which is used to create large hair mats used to soak up the oil spills. PURE is happy to have an opportunity to "recycle" their manufactured product, once used for our purposes, into an instrument to help clean up the earth!

A key to PURE's continued growth has been editorial coverage in multiple domestic and international publications including several covers on magazines such as Salon Magazine and Modern Salon Magazine. Additionally, a recent collaboration with Vivienne Mackinder's HairDesignerTV.com produced an amazing webinar that introduced over 10,000 online viewers to PURE Extensions. Another product of the collaboration was a photo shoot with the award-winning photographer Babak. PURE continues to develop partnerships with leaders in the industry including an upcoming photo shoot with stylist Charlie Price.

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FOR IMMEDIATE RELEASE:

## Charlie Price for Pure™ Extensions 2010 NAHA Finalist - Avant Garde

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Santa Monica, California - April 29, 2010 - PURE Hair Inc. proudly announces that its recent collaboration with Charlie Price has been selected as a 2010 NAHA Finalist in the Avant Garde category. The amazing photography of the final images was provided by BABAK. The NAHAs - North American Hairstyling Awards - are the most prestigious photographic beauty competition in North America. Winners will be announced July 18, 2010 at the NAHA Awards Ceremony in Las Vegas.

PURE Extensions is the first hair extension company to recognize and act on its responsibility to the environment. Located in Santa Monica, CA, PURE Hair Inc. provides the finest quality Remy human hair extensions with a completely non-damaging application process, ground breaking online certification program and an eco-conscious packaging approach. Recent product launches include the PURE Online Certification program narrated by Vivienne Mackinder and the Radical Creativity Kit. More information is available at [www.pureextensions.com](http://www.pureextensions.com) and [www.pureradicals.com](http://www.pureradicals.com)

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2010 NAHA FINALIST : AVANT GARDE

CHARLIE PRICE FOR PURE™ EXTENSIONS

PHOTOS BY BABAK

FOR IMMEDIATE RELEASE:

## PURE EDUCATION

**Pure Hair Extensions and Vivienne Mackinder's HairDesignerTV.com Join Forces to Enhance Stylists' Education Experience**

Santa Monica, CA—In today's tough business climate, it's pretty much a given that stylists need to continually hone their skills and keep abreast of cutting-edge beauty trends to stay a cut above the competition. To that end, PURE Extensions, the eco-friendly hair extension company, and Vivienne Mackinder's HairDesignerTV.com, an online educational networking site dedicated to salons and stylists, recently synced up to bring online education right into stylists' salons.

Internationally acclaimed and award-winning stylist, Vivienne MacKinder hosted an hour-long, introductory Webinar on June 29th that was punctuated by a photo shoot with renowned photographer Babak, Mackinder's inspirational imagery, an interview with PURE Extensions President Michael Burchard, and how-to's on styling using PURE Hair Extensions. After viewing the Webinar, stylists were then invited to visit PURE Extensions Website, where they can enroll in the first-ever certification course offered online.

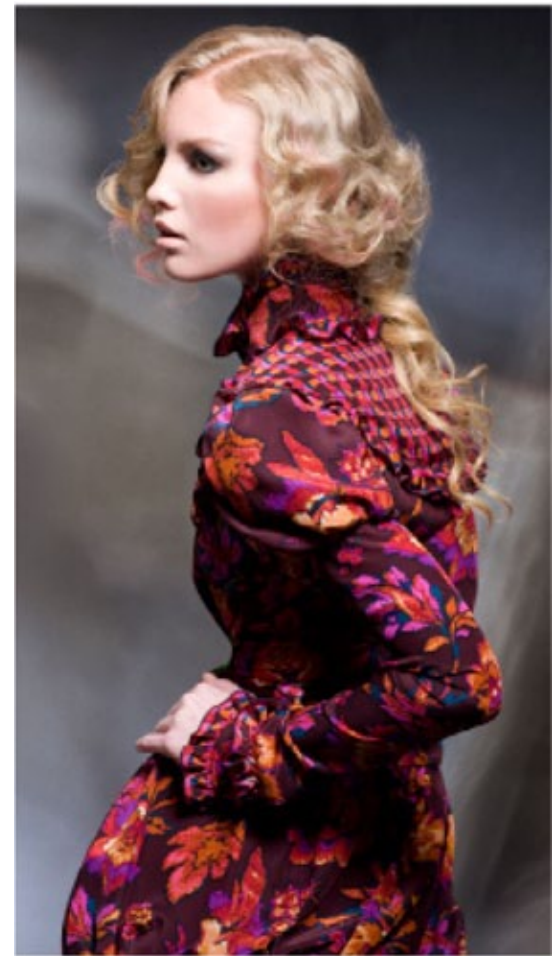
The PURE Extensions online certification course encompasses all of the instructional materials offered in the company's Master Class, without impacting stylists' hectic schedules. "Beauty pros no longer wait for a class to come to their location or commit to a full day of training," explains Burchard. "They can work at their own pace at the time and place of their choosing." Online course materials include the PURE Starter Kit, which contains the tools for applying and practicing styling with PURE hair extensions; a comprehensive manual identical to the one provided in the Master Class, and interactive tutorials that demonstrate the application process. What's more, tests are administered at the end of every lesson and stylists must pass them in order to become certified.

"Education is the lifeblood of the professional salon industry," says Burchard. "Our goal from the outset was to streamline the education process, making it more convenient for beauty pros to expand their skill-set and obtain online certification by supplying them with state-of-the-art Pure Extension product knowledge and techniques right in the comfort of their own salon setting."

Mackinder concurs. "In this day and age, it's all about increasing and expanding one's repertoire. Achieving growth in artistry and eco-consciousness ultimately impacts the bottom line, increasing business revenues in salons and improving customer satisfaction. It's a win-win for all."

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Headquartered in Los Angeles, PURE Hair Inc. provides the highest quality human hair extensions to salons. The eco-friendly company uses minimal packaging produced from recycled materials and completely reusable hair. The company also makes education more accessible by offering on-line educational certification to salons.



PURE EDUCATION cont. | Styling by Vivienne Mackinder Photos by Babak





**Pure** NEW PRODUCT NEWS!  
**WE MADE OMBRE EASY**

PURE HAIR  
**Ombre**  
 ACCENTS

THEY'RE HERE!  
 CLICK TO LEARN MORE.

LEARN MORE

**OMBRE EXTENSIONS NOW AVAILABLE!**

THE ECO-FRIENDLY HAIR EXTENSION COMPANY

WWW.PUREEXTENSIONS.COM

**OMBRE Extensions**  
**PRODUCT LAUNCH**

PURE™ launches Ombre Accents

**Hair Feathers**

With feathers in short supply, **Pure Extensions** is offering all beautyrists a believable alternative: **Stripes**...um, make that hair that's decorated to look like the long rooster hackles that give feather extensions their gorgeous allure.

*HOT* editors received a Pure Extensions kit, and we have to admit, the company's Stripes collection looks like the real thing only, in some ways, better, because the hair can be braided and woven into intricate patterns. Stripes is available in Blonde, Teal, Caramel and Pink. (PureExtensions.com)



Courtesy of Pure Extensions

**HAIRS HOW Magazine**  
**PRODUCT FEATURE**

PURE Extensions creates a cruelty free alternative to feather hair extensions.



COVER : SALON MAGAZINE



**SALON MAGAZINE  
FALL'S BEST TRENDS : COVER**

PURE Extensions partners with Vivienne Mackinder to develop an online education system.



**SALON MAGAZINE  
BACK TO THE PAST**

PURE Hair Extensions takes a trip on the mod side. Styling by Charlie Price.



**ESTETICA USA  
EXTENDING BEAUTY**

Finally, if being eco-friendly is important to you, consider PURE Hair Extensions, they (and their packaging) are 100% recyclable.



**CANADIAN HAIRDRESSER**  
**PURE GLAM**

Multi-Page spread in Canadian Hairdresser International.  
Styling by Charlie Price.



**SALON52**  
**CHARLIE PRICE**

Online feature collection. Styling by Charlie Price.



**AMERICAN SALON**  
**THE WIRE**

Vivienne Mackinder hosts online extensions education for  
PURE Extensions.



**SALON52**  
**VIVIENNE MACKINDER**

Online feature collection. Styling by Vivienne Mackinder.





## 303 MAGAZINE

### DANGEROUS

8-Page editorial spread showcasing the PURE PRICE collection. Styling by Charlie Price.



## m.o.d.

### PURE Genius - Cover

Cover and editorial showcasing the PURE Mackinder collection. Styling by Vivienne Mackinder.

# CONTACT

A decorative green vine graphic with leaves and curls, extending horizontally across the page and framing the central logo.

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