



Winter 2014



What a busy year! We launched our quarterly newsletter, Jadee joined Pure Beauty adding threading, deep tissue massage and fantastic nail art to our treatments, we ran some great Youngblood Mineral Cosmetics events, we've unveiled our glamorous greys, introduced the fantastic Fuente range and expanded our John Masters collection. Now we're looking forward to a busy Christmas and start to 2015!

In this edition of our quarterly newsletter we bring you the latest trends in organic hair and beauty as well as some expert advice on looking after your skin through the harsh winter months and we share some of our favourite hair and beauty products and some seasonal fruit and veg (what winter newsletter would be complete without Brussels Sprouts?)

Wishing you all a very merry Christmas and a happy 2015!

Pure Winter Hair



Think Christmas spice and mulled wine. This winter, hair colours are spicy red. Warming us up in the dark months it's all about dark chocolates and fiery russets and if you're feeling adventurous you can add in slices of brighter reds and coppers.

All of this can be offset by the seasons' hottest choppy, textured look which looks fabulous whether your hair is long or short.



The pHd team at Malvern are really loving Soft Ice by Fuente. This amazing leave-in conditioner balances your hair's moisture to protect it and your colour.

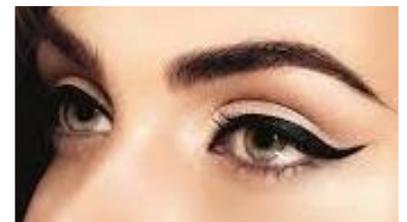
You'll have beautifully soft, shiny hair that screams health without that weighed down feeling you can get from so many other intensive moisturising products. It's also fabulous for those of you who blow dry your hair or use straighteners or curlers as it will protect your hair against heat up to 300 degrees! A great time saver during the festive months!



Just had your hair coloured? We're more than a little in love with John Masters new organic colour conditioners.

Each of the four shades; blond, brown, red and black, use naturally derived colour enhancing mineral pigments. These great products will not only help your colour to last longer but also enhance and deepen it whilst still providing you with the great care and moisture you can expect from any John Masters conditioner.

Winter Look Striking eyes



It's all about the eyes this Winter. Create a stunning stand out look by applying Eye-mazing Liquid Eyeliner from Youngblood along the eyelid or under the bottom lashes. Or try Incredible Wear Gel Liner it comes in a pot and is available in a wide range of colours so go as bold as you dare!

Longer lusher lashes are also essential this season. We love Outrageous Lashes Mineral Strengthening Mascara the unique brush separates lashes whilst the non-smudge formula conditions and volumises making lashes noticeably longer and fuller.



5 Steps to all over Great Winter Skin



We know how drying the winter weather can be and how essential it is to care for our skin. But, we're often so wrapped up in layers of clothes that we forget our bodies. So here's our five step plan to taking care of all of you.

1. **Start the day.** Body brush and use an exfoliator before you even switch on the taps. Mix a salt body scrub (or ordinary coarse sea salt) with a little body oil and apply all over (whilst standing in the shower to avoid mess!) for nourished, silky soft skin.
2. **Now moisturise.** We adore John Masters *Blood Orange and Vanilla Body Milk* for locking in moisture all day. It absorbs quickly and smells amazing.
3. **Love your hands.** They might spend half the day in gloves or stuffed in pockets but they still need some TLC. Swap drying soap for award winning, John Masters *Blood Orange and Vanilla Wash* and use *Herbpharmacy's Working Hands Cream* to protect and restore skin throughout the day.



4. **Relax into your evening.** Light some candles and run a bath, swirl in some bath milk or oils and lie back for some well deserved 'you time'.
5. **Time for bed, almost.** Give your skin a head start on tomorrow by boosting your favourite moisturiser with a few drops John Masters 100% *Argan Oil*, it's great for hair and skin. Apply directly to skin and leave to absorb overnight to help reduce fine lines, wrinkles and scarring. Or use it to smooth frizzy hair and mend split ends.

Season's Eatings



Love them or hate them, it's not Christmas without Brussels Sprouts! Thought to have originated in 16th century Belgium these miniature cabbages have a sweet, nutty flavour. We love to roast them with chestnuts, drizzled with butter, shallot and sage sauce or mix them with pine nuts, sultanas, caramelised red onions and a drop of sherry.

Detox in January with Kale. This superfood is packed full of iron and calcium. You can boil it, stir-fry it with sesame seeds, make chips from it or chuck it in soups, curries and stews.

There's not a lot of seasonal fruit around over Winter, but there are pears. Pear skin contains antioxidants, anti-inflammatory flavonoids and all sorts of other goodies. Try them pickled, stirred into pork or roasted in red wine for a low-fat dessert.

Subscribe & Win Winner



We're thrilled to announce that Sue Akehurst has won a shampoo and conditioner perfect for her hair type just for signing up to receive our newsletter direct to her email inbox. Congratulations Sue!

Don't miss out, sign up on the website to receive future newsletters.

Pure Hair-Reverse Ombre



Before

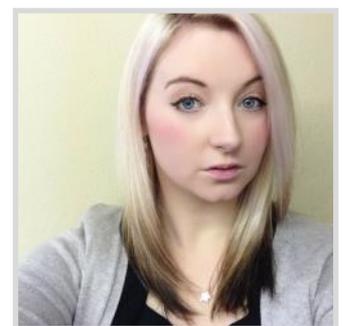


After

Our very own beauty therapist, Jadee, was looking for a restyle and loved the idea of a turning a extremely popular colour trend on it's head and opting for a reverse ombre.

Senior Stylist, Yaz, set to work creating this beautiful, but complex colour treatment. It involved a full head of back to back foils, weaving each section to give the colour a less uniform, blocky look. Yaz lightened Jadee's hair then faded it through a natural dark blonde to a natural dark brown at the tips. The more colours you use the less subtle the colour gradient.

It took almost four hours to complete the look but is very long lasting, only needing the roots topping up and you can make it even longer lasting by matching your natural colour at the top and fading from that.



"I'd been wanting to change my hair for some time but hadn't found anything that stood out until discovering the ombre effect. I've had a lot of comments on my hair and I love the difference!"