

Range  
PURE

DAVID MALLETT

14 rue Notre Dame des Victoires  
75002 Paris



« The absolute response to everyone's  
haicare dream routine. Pure positive bliss »

*DAVID MALLETT*



### **PURE, Less is Good\***

The power of essential. This is the promise of PURE, a brand-new range of hair products based on a unique formula and encouraging an ethical and respectful approach for the planet.

A fragrance-free formula and ingredients of natural origin contained in a white refined case, for healthy, beautiful, and shiny hair, and a soothed scalp, even the most sensitive.

« Antoine de Saint-Exupéry maintained that perfection is achieved when there is nothing left to take away.

This vision inspired PURE, my new range of hair products.

Pure, essential ingredients of natural origin and a sustainable approach to meet the expectations of my clients for a hair routine that combines simplicity, high standards, performance, and respect for the planet”.

*DAVID MALLETT*

The new **PURE** range is composed of a **shampoo** and a **conditioner** with an essential and refined packaging.

More than a year of research and development in partnership with a state-of-the-art laboratory were necessary to develop PURE. This range is produced in France and its formulation is guaranteed **fragrance-free, PEG-free, silicone-free, sulfate-free, dye-free, and mineral oil-free**.

PURE's active ingredients of natural origin treat the hair deeply and gently for a light and natural effect, without weighing it down.

Regular use of shampoo and conditioner durably **strengthens the hair**, making it **healthier and less brittle**.

The PURE haircare range combines spectacular **hydration and nourishment** properties thanks to the building blocks of **natural keratin** ensuring a long-lasting effect, for more resistant and healthy hair. It guarantees repairing properties and protection against daily stress factors and damage related to frequent styling and to mechanical stress.

“With PURE I wish to encourage my clients to adopt new habits for their haircare routine. This short and essential range reduces the accumulation of products and excessive washing for a double benefit on the scalp and the environment »

*DAVID MALLETT*



250mL 8,45 fl oz | Prix conseillé : 38€

### SHAMPOO : PURE

David Mallett's PURE Shampoo is a gentle formula, rich in wheat micro-proteins, developed for all hair types and for regular use.

Its formulation composed of **96% ingredients of natural origins** contains no dyes or fragrance, to achieve the best possible tolerance.

Its natural formulation provides gentle hydration for neat and revitalized hair ready to be styled.

A light and essential treatment, rich in **exceptional active and natural origin ingredients** for hydrated, resistant, and easy to comb hair

#### **Ingredients :**

##### **Wheat micro-protein :**

By penetrating the cortex, it restores hair from within and nourishes them with natural keratin.

Thanks to its unique action on the hair shaft, wheat micro-protein contributes to the natural hydration of the hair.

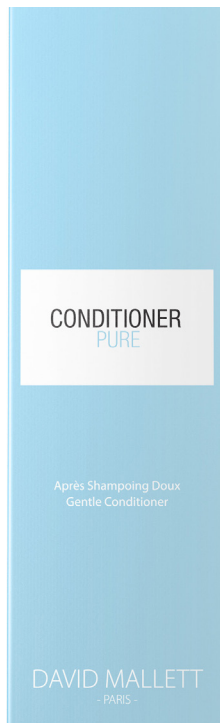
It helps to relieve various stress factors and strengthens the hair with protein building blocks.

Wheat micro-protein provides long-lasting rejuvenation of the hair's surface «for younger, natural-looking hair.»

##### **Amino Acid Salts :**

Its bio-adhesion properties allow the cuticle to create a protective film to reinforce hair.

It coats the hair fiber, improves the aspect of damaged hair, and strengthens it by providing immediate and lasting protection against frizz.



250mL 8,45 fl oz | Prix conseillé : 42€



### **CONDITIONER : PURE**

David Mallett 's PURE Conditioner is a regenerating and nourishing conditioner that repairs weakened hair providing gentle hydration.

Its formula contains 98% of ingredients of natural origin that strengthen your hair while providing shine and radiance.

**Ingredient :** Cet après shampoing est une combinaison unique d'agents actifs 100% BIO pour des cheveux nourris et naturellement légers.

#### **Organic Coconut Oil :**

Composed of approximately 50% lauric acid, a saturated fatty acid extremely suitable for hair keratin, coconut oil deeply penetrates the hair fiber. In addition, its film-forming effect acts as a protective veil on the surface of the hair, thus limiting its dehydration.

It also makes the hair less porous when shampooing and more resistant when combing. Coconut oil helps sheath and fortify the hair for lasting shine and radiance.

#### **Organic Argan Oil :**

Argan oil has regenerative properties and intensely nourishes your hair. It is your best ally and the ideal treatment to protect your hair from external aggressions such as pollution, sunrays, or wind.

It strengthens and makes your hair shine from scalp to ends, while promoting hair growth.

#### **Organic Cocoa Butter :**

Thanks to its intense moisturizing action, cocoa butter rescues highly damaged hair. It nourishes and restores shine to hair and is particularly suitable after a day at the beach.

#### **Organic Shea Butter :**

Shea butter is the best beauty ally for dry, brittle, split ends, and dull hair. It defends your hair from all type of external aggressions: wind, chemicals, heat, pollution, colouring...

Rich in vitamins A, D, E and F, shea butter remains one of the best solutions to repair weakened hair.



## DAVID MALLETT - GAMME : PURE

---

### **Pure : Less is Good\***

A pioneer in its commitment to naturalness and committed for an ethical and environmental-safe impact of its hair care range, David Mallett continues to pursue its ambition: to create high-quality, high-performance, gender-neutral products, as, sustainable, and natural as possible.

### **Pure bliss in a bottle :**

White for lightness and PUREness. Blue, memory of the crystalline waters of the Italian island of Ponza where the idea of this project came to life.

**Date of launch 1st of Juin 2022**

