

pure[®]

n a t u r e + s c i e n c e = p e r f o r m a n c e

AMENITIES

philosophy

PURE is a potent and high performance skin and body care system. Our no-nonsense approach relies on the purity of our natural ingredients. Each plant essence and botanical extract used in the formulation of PURE products has been scientifically selected for its superior effectiveness and ability to multi-task.

The key to PURE's performance is the powerful, synergistic action between our PURE BASICS and our SUPERCHARGED SERUMS. PURE BASICS pack a powerful punch, with natural skin boosters that are suitable for all skin types, while PURE Serums contain high concentrations of supercharged bio-active ingredients that target specific skin concerns.

This radical yet practical approach allows you to tailor your skin care to your changing skin conditions, while minimizing the number of products you need to use. PURE simplifies the complex world of skin care.

With PURE, less is more. PURE has perfected the art of minimal skin and body care by offering a simple and easy to follow regime with a profound impact on your skin. We do not promise miracles, but deliver speedy, high performance results.

PURE products do not contain harmful chemical preservatives and are produced in our FDA certified labs to ensure quality and efficacy.



A.W. LAKE® FRESH FORMULATION PHILOSOPHY

CUSTOM FORMULATED SKIN CARE and SPA PRODUCTS

F FREE FROM HYPE

We rely on science and extensive research to produce high-quality, intelligent products.

R RAW

We start with raw and unprocessed ingredients sourced directly from growers and producers to ensure quality and purity. We then prepare them fresh upon order in our own labs and production facilities.

E ETHICAL

We follow one simple rule: Do good, not harm. This applies to humans, animals and the environment. The choices we make are guided by this commitment and our own integrity.

S SUSTAINABLE

We continue to explore intelligent ways to best utilize our natural resources. We produce in small and limited quantities to ensure freshness, but also to reduce waste and impact on the environment.

H HIGH PERFORMANCE

Above all else, we focus on developing products that deliver positive results. For that reason, we keep an open mind and continue to search for new ingredients and technologies that will improve the performance of our products.



free from
PETROCHEMICALS
SULFATE-BASED DETERGENTS (SLS)
PROPYLENE GLYCOL
POLYETHYLENE GLYCOL
FORMALDEHYDE AND PARABENS
SYNTHETIC COLORANTS
ARTIFICIAL FRAGRANCES

QUALITY STANDARDS

- Pure Botanical Extracts: scientifically tested for purity, unrivalled in their vitality and high concentrations of active ingredients.
- Pure Essential oils: 100% pure, undiluted, therapeutic grade organic essential oils, sourced directly from growers in the country of origin.
- Pure Ingredients: raw and unprocessed, organic or wild, sustainably harvested plants and herbs.
- Pure Formulations: FDA certified, Allergen free, contains no additives, preservatives, synthetic fragrances or coloring.
- Petrochemical Free: none of our products contain petroleum - derived ingredients such as Isopropanol, parabens, mineral oil, petrolatum, propylene glycol, sodium lauryl/laureth sulfate and toluene.



PURE[®] AMENITIES

PURE[®] amenities list

room



PRODUCT NAME	BASIC ●	ADVANCED ●	PROFESSIONAL ●
room amenities			
CLARIFYING SHAMPOO	● ○ ○ ●		
ROOT LIFT CONDITIONER	● ○ ○ ●		
INVIGORATING BODY WASH	● ○ ○ ●		
HYDRATION BOOST BODY LOTION	● ○ ○ ●		
ORGANIC SOAP BAR	● ○ ○ ●		
MILD ● ○ ○ INTENSE ● ● ○ SUPERCHARGED ● ● ●			



room amenities



CLARIFYING SHAMPOO

with tea & aloe



this water, tea and aloe based shampoo is formulated to cleanse hair and deliver nutrients to the hair follicles. aloe's chemical make-up is similar to keratin, the primary protein and main building block for healthy hair. aloe also cleanses the scalp and brings impurities to the surface, so they can be rinsed away. green tea protects hair from damaging sun-rays, prevents breakage, and adds moisture and sheen.

directions

apply shampoo to wet hair, gently massage and rinse with warm water, 20 – 30mls per use daily.

ingredients

deionized water, vegetable glycerin, hydrolyzed wheat protein, camellia sinensis (green tea) extract, anthemis nobilis (chamomile) extract, melissa officinalis (lemon balm) leaf extract, rosmarinus officinalis (rosemary) extract, aloe barbadensis (aloe barbadensis) leaf extract, citrus grandis (grapefruit) oil, rosmarinus officinalis (rosemary) oil, citrus sinensis (orange) oil, mentha piperita (peppermint) oil and mentha piperita (menthol) oil.

sizes available

room amenities in 60ml bottle



room amenities



ROOT LIFT CONDITIONER

with hemp & wheat



hemp is one of the purest, most complete plants on earth. hemp seed oil is extracted from raw hemp seed and contains a fully balanced spectrum of essential fatty acids. wheat germ oil is extracted from the whole grain of wheat and is nature's densest source of naturally occurring vitamin E. wheat germ oil provides the most balanced source of natural anti-oxidants available in nature. together, hemp and wheat oils prevent and repair hair damage by nourishing the hair on a cellular level.

directions

apply conditioner to hair after shampooing and rinse with warm water, 20 – 30mls per use daily.

ingredients

deionized water, aloe barbadensis (aloe vera) gel, simmondsia chinensis (jojoba) oil, cannabis sativa (hemp) seed oil, amino acid, lecithin, hydrolyzed wheat protein, equisetum arvense (horsetail) extract, rosmarinus officinalis (rosemary) extract, citrus grandis (grapefruit) seed extract, rosmarinus officinalis (rosemary) oil, citrus reticulata (mandarin) oil, citrus limonum (lemon) oil, ocimum basilicum (basil) oil and mentha piperita (peppermint) oil.

sizes available

room amenities in 60ml bottle



room amenities



INVIGORATING BODY WASH

with sage & kelp



this extraordinary and exceptionally mild gel combines sage's anti-bacterial and cleansing properties with kelp's detoxifying, nourishing and moisturizing abilities to tone and soothe the skin and regenerate skin tissue. kelp extract, a rich source of vitamins A, C and E and the minerals zinc, selenium and magnesium, is easily absorbed by the skin because of its similarities to human plasma. kelp also improves circulation, which helps maintain the tone of the tissue.

directions

use in place of soap in the bath or shower, 30mls per use daily.

ingredients

deionized water, vegetable glycerin, rosmarinus officinalis (rosemary) extract, urtica dioica (nettle) extract, anthemis nobilis (chamomile) extract, salvia sclarea (clary sage) extract, lavendula officinalis (lavender) extract, algae (sea kelp) extract, tuberose absolute, citrus sinensis (orange) oil, citrus grandis (grapefruit) oil, cupressus sempervirens (cypress) oil and mentha piperita (menthol) oil.

sizes available

room amenities in 60ml bottle



room amenities



HYDRATION BOOST BODY LOTION

with coffee & ivy extracts



an ultra-light gentle moisturizing fluid that protects and replenishes skin, extract of ivy tones and helps maintain the skin's suppleness and vitality. also contains coffee and wild pansy extracts – nature's own sunscreens.

directions

apply to body as required, 25mls per use.

ingredients

deionized water, aloe barbadensis (aloe vera) gel, vegetable glycerin, Soya lecithin (soya milk), persea americana (avocado) oil, carthamus tinctorius (safflower) oil, commiphora molmol (myrrh) oil, cymbopogon citratus (lemongrass) oil, simmondsia chinensis (jojoba) oil, symphytum officinale (comfrey) extract, cucumis sativus (cucumber) extract, hedera helix (ivy) extract, rosa damascena (rose petal) extract, lavendula officinalis (lavender) extract, coffea arabica (coffee) extract, viola tricolor (wild pansy) extract, citrus sinensis (orange) oil, citrus grandis (grapefruit) oil, mentha piperita (peppermint) oil, lavendula officinalis (lavender) oil and rosmarinus officinalis (rosemary) oil.

sizes available

room amenities in 60ml bottle



room amenities

ORGANIC SOAP BAR

with raw bees wax & virgin coconut oil



made from raw bees wax and organic vegetable oils, this soap is all natural for daily use, with soft and creamy bubbles for cleaning and moisturizing the skin. indulge your senses with the blend of chosen essential oils.

directions

lather up and rinse with warm water, use daily or as required.

ingredients

deionized water, cera alba (beeswax), cocos nucifera (virgin coconut) oil, elaeis guineensis (palm) oil, citrus grandis (grapefruit) oil, juniperus communis (juniper berry) oil, mentha piperita (peppermint) oil and citrus limonum (lemon) oil.

sizes available

room amenities in 50 gr & 80 gr.



PURE[®] amenities list

locker room



PRODUCT NAME	BASIC ●	ADVANCED ●	PROFESSIONAL ●
shower amenities			
CLARIFYING SHAMPOO	● ○ ○ ●		
ROOT LIFT CONDITIONER	● ○ ○ ●		
INVIGORATING BODY WASH	● ○ ○ ●		
vanity amenities			
PURE HAIR SPRAY	● ○ ○ ●		
PURE DEODORANT	● ○ ○ ●		
PURE SHAVING GEL	● ○ ○ ●		
PURE HAIR GEL	● ○ ○ ●		
PURE MOUTHWASH	● ○ ○ ●		
PURE SHAVING BALM	● ○ ○ ●		
MILD ● ○ ○	INTENSE ● ● ○	SUPERCHARGED ● ● ●	

shower amenities



CLARIFYING SHAMPOO

with tea & aloe



this water, tea and aloe based shampoo is formulated to cleanse hair and deliver nutrients to the hair follicles. aloe's chemical make-up is similar to keratin, the primary protein and main building block for healthy hair. aloe also cleanses the scalp and brings impurities to the surface, so they can be rinsed away. green tea protects hair from damaging sun-rays, prevents breakage, and adds moisture and sheen.

directions

apply shampoo to wet hair, gently massage and rinse with warm water, 20 – 30mls per use daily.

ingredients

deionized water, vegetable glycerin, hydrolyzed wheat protein, camellia sinensis (green tea) extract, anthemis nobilis (chamomile) extract, melissa officinalis (lemon balm) leaf extract, rosmarinus officinalis (rosemary) extract, aloe barbadensis (aloe barbadensis) leaf extract, citrus grandis (grapefruit) oil, rosmarinus officinalis (rosemary) oil, citrus sinensis (orange) oil, mentha piperita (peppermint) oil and mentha piperita (menthol) oil.

sizes available

shower dispenser in 550ml bottle
professional in 1L bulk packaging



shower amenities



ROOT LIFT CONDITIONER

with hemp & wheat



hemp is one of the purest, most complete plants on earth. hemp seed oil is extracted from raw hemp seed and contains a fully balanced spectrum of essential fatty acids. wheat germ oil is extracted from the whole grain of wheat and is nature's densest source of naturally occurring vitamin E. wheat germ oil provides the most balanced source of natural anti-oxidants available in nature. together, hemp and wheat oils prevent and repair hair damage by nourishing the hair on a cellular level.

directions

apply conditioner to hair after shampooing and rinse with warm water, 20 – 30mls per use daily.

ingredients

deionized water, aloe barbadensis (aloe vera) gel, simmondsia chinensis (jojoba) oil, cannabis sativa (hemp) seed oil, amino acid, lecithin, hydrolyzed wheat protein, equisetum arvense (horsetail) extract, rosmarinus officinalis (rosemary) extract, citrus grandis (grapefruit) seed extract, rosmarinus officinalis (rosemary) oil, citrus reticulata (mandarin) oil, citrus limonum (lemon) oil, ocimum basilicum (basil) oil and mentha piperita (peppermint) oil.

sizes available

shower dispenser in 550ml bottle
professional in 1L bulk packaging



shower amenities



INVIGORATING BODY WASH

with sage & kelp



this extraordinary and exceptionally mild gel combines sage's anti-bacterial and cleansing properties with kelp's detoxifying, nourishing and moisturizing abilities to tone and soothe the skin and regenerate skin tissue. kelp extract, a rich source of vitamins A, C and E and the minerals zinc, selenium and magnesium, is easily absorbed by the skin because of its similarities to human plasma. kelp also improves circulation, which helps maintain the tone of the tissue.

directions

use in place of soap in the bath or shower, 30mls per use daily.

ingredients

deionized water, vegetable glycerin, rosmarinus officinalis (rosemary) extract, urtica dioica (nettle) extract, anthemis nobilis (chamomile) extract, salvia sclarea (clary sage) extract, lavendula officinalis (lavender) extract, algae (sea kelp) extract, tuberose absolute, citrus sinensis (orange) oil, citrus grandis (grapefruit) oil, cupressus sempervirens (cypress) oil and mentha piperita (menthol) oil.

sizes available

shower dispenser in 550ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] HAIR SPRAY

with wheat protein & green tea extract



PURE hair spray is enriched with vitamin B5 and hydrolyzed wheat protein, it helps hold, condition and protect your hairstyle. green tea extract is rich in anti-oxidants and calms and soothes the hair adding hydration and shine. the hair spray wraps hair strands to create an instant barrier against frizz for an ultra strong hold without leaving hair feeling stiff or sticky, perfect for the whole day.

directions

hold bottle 10-12 inches from hair and spray. safe to use daily or as required.

ingredients

deionized water, hydrolyzed wheat protein, pantothenic acid (vit. B5), pvm/ma copolymer, polyvinylpyrrolidone (pvp), camellia sinensis (green tea) extract, aloe barbadensis (aloe vera) extract, lavendula officinalis (lavender) extract, anthemis nobilis (chamomile) extract, pure essential oils of citrus grandis (grapefruit), cupressus sempervirens (cypress), citrus limonum (lemon).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] DEODORANT with grapefruit & wintergreen



this PURE deodorant offers all day protection with natural antibacterial essential oils. grapefruit & wintergreen essential oils are known for their antibacterial properties. grapefruit essential oil provides a wide spectrum protection against antimicrobial activities while wintergreen oil has antibacterial properties.

directions

spray to the underarm or on to the body daily or as required, 5mls per use.

ingredients

deionized water, allantoin, aloe barbadensis (aloe vera) gel, retinyl palmitate (vit. A), tocopheryl acetate (vit. E), biotin (vit. H/B7), pantothenic acid (vit. B5 moisturizer), pure essential oils of citrus grandis (grapefruit), cupressus sempervirens (cypress), gaultheria procumbens (wintergreen), ocimum basilicum (basil).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] SHAVING GEL with hops & golden seal extracts



this exceptional shaving gel combines hops's abundant vitamin and mineral content, with golden seal's healing and cleansing abilities. the gel's antimicrobial and antiseptic properties promote healthy, clear skin, even long after shaving. horsetail's tissue repair properties treat shaving cuts and wounds.

directions

apply gel with fingers to wet skin. gently rub to lather and shave in a downward direction only, 5mls per use.

ingredients

deionized water, vegetable glycerin, aloe barbadensis (aloe vera) extract, equisetum arvense (horsetail) extract, hydrastis canadensis (golden seal) extract, hamamelis virginiana (witch hazel) extract, humulus lupulus (hops) extract, camellia sinensis (green tea) extract, symphytum officinale (comfrey) extract, rosmarinus officinalis (rosemary) extract, pure essential oils of citrus grandis (grapefruit), mentha piperita (menthol), cupressus sempervirens (cypress), rosmarinus officinalis (rosemary), citrus aurantifolias (lime).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



HYDRATION BOOST BODY LOTION

with coffee & ivy extracts



an ultra-light gentle moisturizing fluid that protects and replenishes skin, extract of ivy tones and helps maintain the skin's suppleness and vitality. also contains coffee and wild pansy extracts – nature's own sunscreens.

directions

apply to body as required, 25mls per use.

ingredients

deionized water, aloe barbadensis (aloe vera) gel, vegetable glycerin, Soya lecithin (soya milk), persea americana (avocado) oil, carthamus tinctorius (safflower) oil, commiphora molmol (myrrh) oil, cymbopogon citratus (lemongrass) oil, simmondsia chinensis (jojoba) oil, symphytum officinale (comfrey) extract, cucumis sativus (cucumber) extract, hedera helix (ivy) extract, rosa damascena (rose petal) extract, lavendula officinalis (lavender) extract, coffea arabica (coffee) extract, viola tricolor (wild pansy) extract, citrus sinensis (orange) oil, citrus grandis (grapefruit) oil, mentha piperita (peppermint) oil, lavendula officinalis (lavender) oil and rosmarinus officinalis (rosemary) oil.

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] HAIR GEL with pro-vitamin B5 & chamomile



fortified with hydrolyzed wheat protein, vitamin E, pro-vitamin B5, PURE hair gel provides firm, long-lasting control with the use of vitamins and essential oils. with medium hold, the hair gel protects hair style, as well as helping to nourish, condition, moisturize and repair damaged hair.

directions

apply to hair daily or as required, 5 – 10mls per use.

ingredients

deionized water, vegetable glycerin, hydrolyzed wheat protein, tocopheryl acetate (vit. E), panthenol (pro-vit. B5), xanthan gum, aloe barbadensis (aloe vera) extract, calendula officinalis (marigold) extract, anthemis nobilis (chamomile) extract, pure essential oils of citrus aurantifolias (lime), rosmarinus officinalis (rosemary), citrus grandis (grapefruit).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] MOUTHWASH

with triclosan & sodium fluoride



with triclosan and sodium fluoride this PURE mouthwash offers long lasting fresh breath as well as healthier and stronger teeth. widely used, triclosan with antibacterial, antifungal and antiviral properties can prevent gingivitis. sodium fluoride strengthens teeth and prevents dental cavities.

directions

strongly rinse mouth for 30 seconds with 20mls and spit out, do not swallow, use daily or as required.

ingredients

deionized water, vegetable glycerin, triclosan, sodium fluoride (table salt).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



vanity amenities



PURE[®] SHAVING BALM

with lavender & grapefruit



PURE shaving balm smooths and hydrates skin and soothe razor burn and cuts. lavender and grapefruit have antiseptic properties that provide protection from bacterial infection, whilst horsetail repairs tissue and accelerates the healing process.

directions

apply balm evenly after shaving, 5mls per use, daily or as required.

ingredients

deionized water, vegetable glycerin, tocopheryl acetate (vit. E), chlorophyll, aloe barbadensis (aloe vera) extract, pollen extract, symphytum officinale (comfrey) extract, camellia sinensis (green tea) extract, anthemis nobilis (chamomile) extract, coffea arabica (coffee) extract, quercus alba (white oak bark) extract, melissa officinalis (lemon balm) extract, thymus vulgaris (thyme) extract, equisetum arvense (horsetail) extract, lavendula officinalis (lavender) extract, rosa damascena (rose petal) extract, pure essential oils of citrus grandis (grapefruit), citrus limonum (lemon), menthapiperita (menthol), picea excelsa (hemlock spruce).

sizes available

vanity amenities set available in 250ml bottle
professional in 1L bulk packaging



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