

# Pure Genius

*Craig Beamish is Pure Colour Lounge's master hairdresser having been in the industry for over 20 years. Here, he shares the inspiration behind his passion.*

Pure  
Colour  
Lounge  
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**I**n the 23 years I have been hairdressing, I've seen many changes in the areas of cutting and colouring. Techniques have dramatically changed, moving further into freestyle and texture.

Current hairstyle trends incorporate a mix of solid edgy forms, as well as soft and flowing movement. We are continuously seeing a mix of old and new, which can be customised to create a modern style for every client.

Pure Colure Lounge is an exciting place to work. Jenny, Corinna, and I focus on creating an environment that gives individual looks to customers using our collective knowledge and experience from around the world.

We advise clients on up to date hairstyles and at home care and styling techniques. Hairstyling is all about the ability to evolve to the need of each individual. We also offer a large range of the industries finest products.

At Pure Colour Lounge Salon we offer a luxurious, client focused, boutique style environment. We are continually striving for excellence and would love to share our expertise with you.

**Craig, please tell us about yourself?** I started hairstyling at the age of 16 in Tasmania, where I grew up. I went on to manage and eventually own my own salon. As a child I was always into art and creativity, my parents gave myself and my brothers the support and freedom to become whatever we wanted. My wife and I moved to the Gold Coast about seven months ago, after travelling the east coast in our motor home.

**What motivates you?** Passion for my industry along with the opportunity to make people look and feel good about themselves! Hairstyling is a constantly changing industry, I love learning how to bring positive changes to peoples hair. I believe if you're not going to do something well, don't do it at all. You have to be passionate and love what you do.

**What do you enjoy about working at Pure Colour Lounge?** I love the décor, the crisp white outfit. The salon has lots of natural light and a feeling of space and relaxation. We are always looking for ways to look after our clientele. It's great here because we aren't robots, Jenny gives us the freedom and opportunity to be individuals.

**What has been your favourite hair trend throughout your time as a hairdresser?** A few years ago I was seeing edgy, punk inspired styles with a little bit of rock star to them, this has always been my favourite trend. Lots of texturizing, undercut and asymmetrical design lines. Parts of the trend are still relevant today, as with all trends they just change and appear reinvented. I tend to love anything creative or freestyle. These days we seem to not have really strong trends in hair, more influences. Hairstyles are custom made at the moment.

**Who is your career mentor?** I suppose all the industries leaders are my mentors. Anyone who can motivate me to be more creative and passionate about what I do. One seminar I went to was called 'Who Cares Wins'. It was such an honest, inspiring seminar, it helped me to learn how to care about each client and what they say to me. It was very refreshing because it was more than just how to cut a new trend, I learned how to communicate with clients.

I've also apprenticed for some great seniors who truly loved their work and respected their clients. I was lucky they took the time to pass on their skills and enthusiasm to me.

**Why should customers choose Pure?** As soon as you walk in the door you notice the uncluttered décor and the amount of natural light. We use very unique product lines that cater to individual needs and desires. Chi is an organic, ammonia free product, Nioxin specialises in scalp and hair loss problems and Sebastian is a cosmetic line with products to help you create any look you desire.

We aren't in a busy shopping centre and our position is both relaxing and private. We offer an incomparable experience. We look forward to seeing you soon. **GCM**

