



PURE FIJI



DISCOVER THE SOUTH PACIFIC'S SECRET
TO BEAUTIFUL SKIN AND HAIR

OUR STORY

For centuries South Pacific Islanders have used a balanced blend of pure coconut and exotic drift nut oils infused with flower extracts to nourish, hydrate and beautify skin and hair.

Pure Fiji began with a vision to bring the best of these traditional blends to spas around the globe and as a result, became pioneers in the research, packaging and use of virgin coconut oil commercially.

From humble beginnings in the family kitchen with 5 dedicated staff wrapping hand-made soaps and bottling body oil, Pure Fiji now operates a cosmetic manufacturing laboratory which produces a full skin and body care line and employs over 200 people across 2 factories in Fiji's capital, Suva. Beyond the factory gates, in small villages across the islands,

Pure Fiji has also developed a symbiotic relationship with a network of farmers and harvesters from local villages who are a vital part of the production process.

This ability to provide jobs to the community and change lives is central to the company's belief that "**Where there is a hand, there is a heart and soul**"... While other companies might seek to automate wherever possible, Pure Fiji looks to create jobs at every opportunity.

Pure Fiji is a family business and every employee is a part of our extended family - wild ingredients and the spirit of the Fijian people infuse our products and the results are evident in the positive impact our products have on your skin and the community that sustains our business.



*OUR MISSION: NOT TO BE THE BEST IN THE WORLD
BUT TO BE THE BEST FOR THE WORLD.*



Founded by mother-daughter duo
Gaëtane and Andrée Austin in 1996



Where there is a hand there is a heart and soul

OUR STORY

LUXURY BODY AND SKINCARE

Made in Fiji



OUR BRAND PILLARS



WE ARE POWERED BY COMMUNITY!

Community development and giving back to our local community is a huge part of what we do...

We believe in handmade rather than the use of automated machines...besides machines don't smile.



NATURAL INGREDIENTS

- Seed to skin – fresh ingredients with minimal processing.
- Slow grown and are allowed to ripen naturally.
- Wild harvested from their natural habitat Nuts/seeds are collected by hand.
- Oils are cold pressed at source leaving all the amazing nutrients and benefits in the product.



SUSTAINABILITY

Minimising our carbon footprint is of the upmost importance to us!

Solariums for drying of leaves, spa linens and staff uniforms. Environmentally responsible packaging, Graywater friendly.

We know our coconuts! Pioneers in the production and use of virgin coconut oil since

SEED TO SKIN

Pure Fiji's secret has always been a balanced blend of exotic drift nut oils which include Virgin coconut oil, dilo oil, sikeci oil and macadamia nut oil with the recent addition of Moringa oil to many products.

These organic oils are cold pressed at source, using unique methods developed by Pure Fiji which retain the integrity and molecular structure of the oil.

As a result of these special processes the oil remains as nature designed it - exceptionally high in essential medium chain fatty acids and a plant source of Omega 3 and Omega 6.

This blend also contains a bounty of antioxidants, vitamins A, C, B and E and other nutrients for healthy looking skin.

A low molecular weight enables the oil to be readily accepted into the skin and drawn into the deeper layers of the dermis, passing with ease through the cell membranes to nourish each skin cell.



COCONUT

Moisturizes, nourishes
and protects skin



DILO

Regenerates skin cells,
highly moisturising



SIKECI

Highly emollient
and skin refining



MACADAMIA

Excellent for dry skin and
delaying premature ageing



MORINGA

Nutrient-dense, nourishing
and anti-pollutant

Cold Pressed Organic Oils



OUR 5 PILLARS OF WELLNESS ARE



- MOVE
- SLEEP
- EAT
- SELF CARE
- CONNECTION

Our Wellness program will help you nourish mind body and soul

PURE FIJI SPA

PURE FIJI ZENERGY

BODY CARE





EXFOLIATE AND RENEW

COCONUT CRUSH SCRUB

A decadent coconut creme scrub infused with pineapple enzymes and crushed coconut shells buffs away dry skin cells and unclogs pores to rejuvenate your skin. This vitamin rich coconut creme with exotic drift nut oils will also deeply moisturize and nourish - leaving skin smooth, hydrated and glowing.

COCONUT SUGAR RUB

Rejuvenate skin with this raw sugar cane scrub providing a 2-in-1 exfoliation.

Raw sugar cane releases naturally occurring AHA's for a deeper exfoliation and combined with our exotic oil blend will leave skin feeling smooth, hydrated and glowing.



CLEANSE



SHOWER GEL

This nourishing coconut milk shower gel is infused with our exotic oil blend to hydrate skin while fresh pineapple enzymes cleanse away impurities for the ultimate refreshing and invigorating shower experience.

SPA SOAP

A luxurious handmade soap made with our nourishing exotic oil blend and fresh coconut milk. Generous amounts of these ingredients along with natural glycerine make for a luxurious rich lather and gently cleanser for the entire body.

COCONUT MILK SHAMPOO

This ultra nourishing shampoo is fortified with soy and wheat proteins to help restore and protect against damage. Sulphate free.

COCONUT MILK CONDITIONER

FA nourishing coconut creme conditioner combining exotic oils with soy and wheat proteins for extra hydration and nourishment.

Sulphate free.

COCONUT MILK BATH SOAK

Cleanse nourish and hydrate skin with this luxuriously smooth creamy coconut milk soak. Fresh coconut milk with a blend of exotic oils provide a bounty of nutrients to rejuvenate skin leaving it smooth, supple and revitalised.



HYDRATE AND NOURISH

HYDRATING BODY MIST

Hydrate throughout the day with a refreshing spritz of amazing pure leaf water naturally rich in powerful antioxidants. This synergistic blend of fresh tropical leaves locks in moisture leaving skin hydrated for up to 24 hours.

HYDRATING BODY LOTION

Rapidly hydrate, nourish and protect skin with our award-winning lotion. Our nourishing blend of exotic oils are combined with fresh coconut milk offering a complete bio-network of essential nutrients to smooth, soothe soften and protect skin Suitable for all skin types.

BODY BUTTER

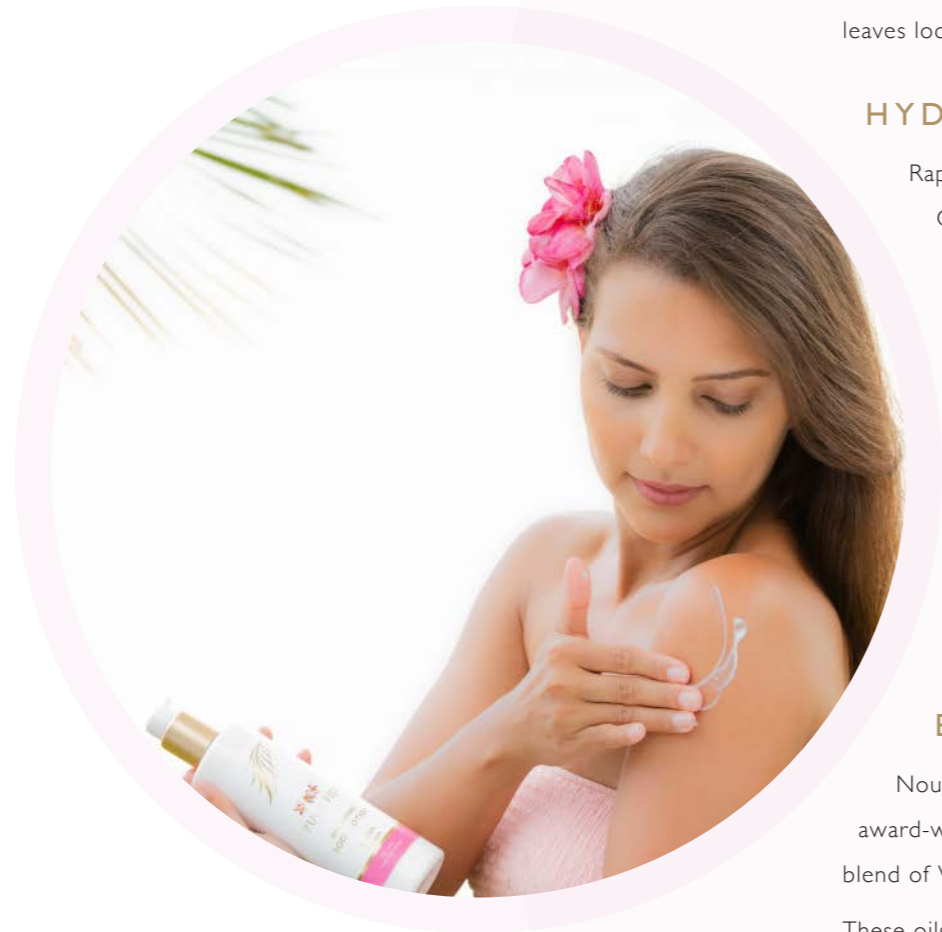
Give skin the ultimate cream indulgence with our super moisturizing body butter enriched with our unique blend of exotic oils nourishing the deepest layers of the skin.

The addition of passionflower extract with anti-inflammatory properties will also gently soothe and calm skin.

EXOTIC BATH AND BODY OIL

Nourish and hydrate the deepest layers of the skin with our unique award-winning blend of certified organic, cold-pressed exotic oils – a beautiful blend of Virgin Coconut, Dilo, Sikeci and Macadamia oils.

These oils have a unique profile that closely resembles the essential bio-network contained within the skin itself allowing nutrients to be absorbed directly where their effects are needed nourishing and rejuvenating skin to a youthful glow.



HEALING



THE SACRED DILO TREE

KNOWN AS THE TREE OF A THOUSAND VIRTUES, THE SACRED DILO TREE GROWS IN THE PRISTINE ISLAND OF FIJI.

The Sacred Dilo tree draws its sustenance directly from the nutrient rich warm waters of the Pacific Ocean, with its roots spread on white coral sands.

Traditionally, it is known to possess a unique capacity to enhance the skin's own repair mechanism, and the growth of healthy skin.

For this reason, Dilo Oil is widely used in the Islands as a traditional topical aid.

Pure Fiji Dilo oil is a pure, cold pressed oil which is readily accepted by the skin.

This oil is known to alleviate many dermatological ailments like sunburn, psoriasis, eczema, dermatitis, shaving irritation, rashes and many more - which is attributed to the molecular structure of this oil remaining as nature intended, intact

and with a generous bounty of omega 3 and 6 essential fatty acids to naturally help soothe and heal skin.



GIFTS



SKIN CARE





CLEANSERS

PURE FIJI
COCONUT CLEANSER
PAPA + MORIN
6 OZ / 172g
PURE PLANT

PURE FIJI
VITAMIN C
FOAMING OIL
CLEANSER
1.9 OZ / 52g
PURE PLANT

PURE FIJI
PURE PLANT
COCONUT
CLEANSING
BALM
1.9 OZ / 52g

FACE OILS



MASQUES



FACE

VITAMIN C FOAMING OIL CLEANSER

PURE VITAMIN C MASQUE

VITAMIN C BRIGHTENING TONING MIST

KAKADU SUPER VITAMIN C
BRIGHTENING OIL BAKUCHIOL + MORINGA

KAKADU SUPER VITAMIN C
BRIGHTENING CRÈME HYALURONATE + LIME CAVIAR

KAKADU SUPER VITAMIN C
BRIGHTENING SERUM HYALURONATE + BAKUCHIOL

COCONUT SUGAR LIP POLISH

COCONUT LIP SLEEPING MASQUE

GLYCOLIC OVERNIGHT RENEWAL PEEL
MANDELIC + NIACINAMIDE

PAPAYA PURIFYING ENZYME MASQUE

DILO AND COCONUT HYDRATING MASQUE

ANTI-AGING INTENSE DAY CRÈME

HYDRATING MULTI-ACTIVE DAY CRÈME

COCONUT CRÈME CLEANSER PAPAYA + MORINGA

COCONUT CLEANSING BALM

COCONUT WATER HYDRATING TONING MIST

HYDRATE AND NOURISH LUXURY FACE OIL

ANTI-AGING DILO BOOSTER





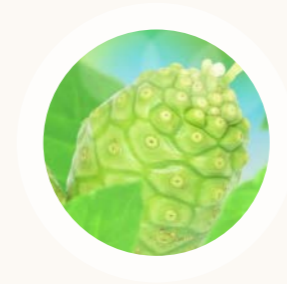
DAY CRÈMES



Signature
MORINGA



Signature
COCONUT LIME BLOSSOM



Signature
NONI



Signature
GUAVA

INFUSIONS

Pure Fiji's products are available in a variety of exotic infusions transporting you to your tropical paradise through the senses.

Between sweet smelling fruity infusions like Mango, Guava and Coconut to light florals like white Gingerlily and zesty, fresh infusions like Starfruit and Coconut Lime Blossom we have something to suit everyone.



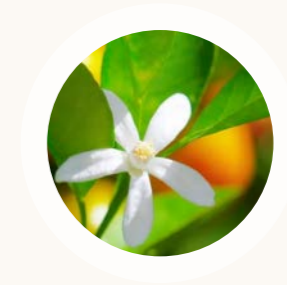
COCONUT



WHITE GINGERLILY



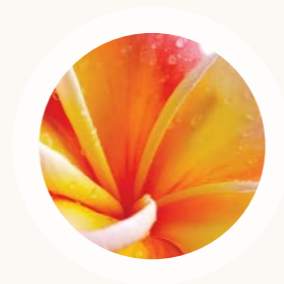
PINEAPPLE



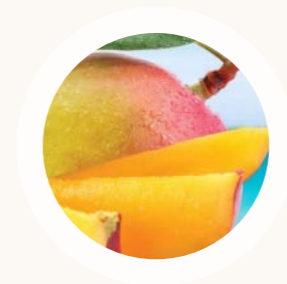
ORANGE BLOSSOM



STAR FRUIT



FRANGIPANI



MANGO



COCONUT MILK AND HONEY

RETAIL PACKAGING





OUR SPA PARTNERS



CANYON RANCH

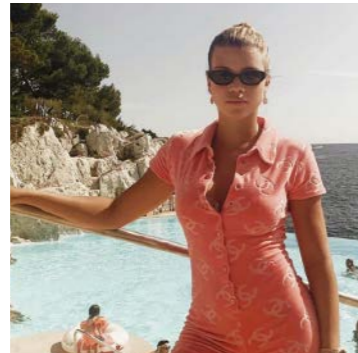


CELEBRITY FANS

Pure Fiji products are loved by many, including these influential, beautiful talented women.
We are proud to be a celebrity choice and be able to bring a slice of Fiji to Hollywood and celebrities across the globe.



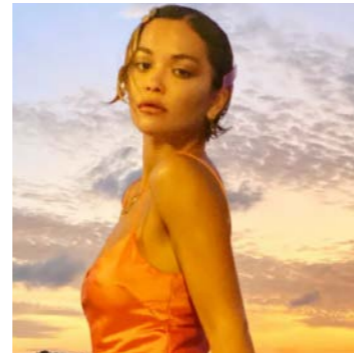
Jordyn Woods



Sophia Richie



Carrie Ann Inaba



Rita Ora



Courtney Cox



Rachel Hunter

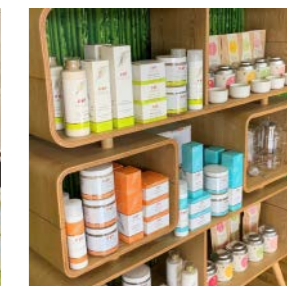


Jennifer Love Hewitt



Shailene Woodley

RETAIL ENVIORNMENTS



DIGITAL MARKETING



220000+ FANS



53000+ FANS



PINS AND BLOGS



MULTI-AWARD WINNER

Pure Fiji has been the recipient of many local and International Awards. Noteworthy awards are:

- 2021 International SPA Association (ISPA) Innovate Awards- Philanthropy
- 2018 American Spa Women in Wellness Founders Award finalist
- 2013 Asia and Pacific Coconut Community Award
- 2009 Exporter of the Year Award (Prime Ministers Hall of Fame)
- 2008 Excellence in Tourism - Visionary Award
- 2007 HBA (Health & Beauty Association) ECO Packaging Award
- 2003 Business Woman of the Year Award



OUR PROCESS AND PROMISE

- SAFE, EFFICACIOUS AND INNOVATIVE
- MADE IN SMALL BATCHES
- SLOW GROWN
- MADE WITH COLD-PRESSED SEED OILS
- WILD HARVESTED
- SUSTAINABLY MADE
- TRACEABLE INGREDIENTS
- POWERED BY COMMUNITY
- ETHICAL TRADING
- DERMATOLOGICALLY TESTED
- HIGH CONCENTRATION OF ACTIVES
- SEED TO SKIN
- HYDOSOLS ARE DISTILLED ON SITE
- CRUELTY FREE
- PARABEN FREE
- NON-GMO
- GLUTEN FREE
- PHTHALATE FREE
- SULFATE FREE
- GLASS PACKAGING FOR LOW ENVIRONMENTAL IMPACT
- ♥ MADE WITH LOVE



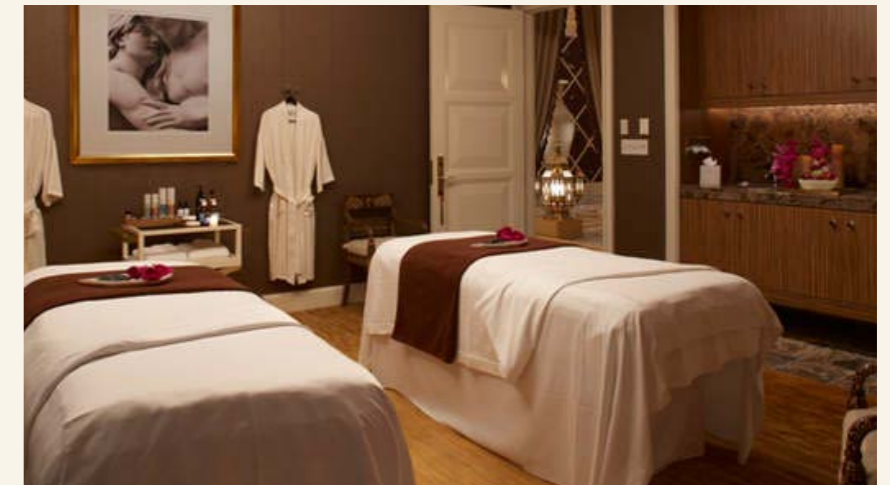
AWARDS AND RECOGNITIONS

	MEDIA / ORGANIZATION	PRODUCT / AWARD	BEST IN CATEGORY	PRODUCT
2021	INTERNATIONAL SPA ASSOCIATION (ISPA) DERMASCOPE	INNOVATE AWARDS AESTHETICIANS' CHOICE AWARDS	BEST BODY SCRUB	PHILANTHROPY PURE FIJI COCONUT SUGAR RUB
2020	SPA & WELLNESS MEXICARIBE MAGAZINE SPA & WELLNESS MEXICARIBE MAGAZINE SPA & WELLNESS MEXICARIBE MAGAZINE DAY SPA MAGAZINE DERMASCOPE	2020 PRODUCT AWARDS 2020 PRODUCT AWARDS 2020 PRODUCT AWARDS PROFESSIONALS CHOICE AWARDS AESTHETICIANS' CHOICE AWARDS	MASSAGE OIL AFTER SUN MEN'S SHOWER PRODUCT BEST MASSAGE OIL BEST BODY MOISTURISER BEST BODY SCRUB	MORINGA NOURISHING EXOTIC OIL DILO RESCUE GEL MANA'IA SHOWER GEL PURE FIJI NOURISHING EXOTIC OIL PURE FIJI HYDRATING BODY LOTION PURE FIJI COCONUT SUGAR RUB
2019	DAY SPA MAGAZINE	PROFESSIONALS CHOICE AWARDS		PURE FIJI COCONUT SUGAR RUB PURE FIJI HYDRATING DAY CREME
2018	NZ BEST IN BEAUTY NZ BEST IN BEAUTY DAY SPA MAGAZINE DERMASCOPE MAGAZINE SPA & WELLNESS MEXICARIBE	BEST TREATMENT SALON PROFESSIONAL'S CHOICE AWARDS	BEST SCRUB BEST MOISTURISER BEST SHOWER PRODUCT BEST SOAP	PURE FIJI COCONUT SUGAR RUB PURE FIJI EXOTIC PARADISE SPA PEDICURE HYDRATING BODY LOTION COCONUT SHOWER GEL COCONUT COCONUT SPA SOAP
2017	BAUER MEDIA DAYSPA MAGAZINE'S BAUER MEDIA DAYSPA MAGAZINE'S	BEST IN BEAUTY AWARDS BEST BODY TREATMENT IN NZ PROFESSIONAL'S CHOICE AWARDS BEST IN BEAUTY AWARDS BEST BODY TREATMENT IN NZ PROFESSIONAL'S CHOICE AWARDS	BEST LOTION BEST BODY LOTION- BEST SCRUB BEST LOTION BEST BODY LOTION BEST SCRUB	PURE FIJI BODY LOTION PURE FIJI SUGAR GLOW HYDRATING BODY LOTION - GUAVA COCONUT SUGAR SCRUB- NONI PURE FIJI BODY LOTION PURE FIJI SUGAR GLOW HYDRATING BODY LOTION - GUAVA COCONUT SUGAR SCRUB- NONI





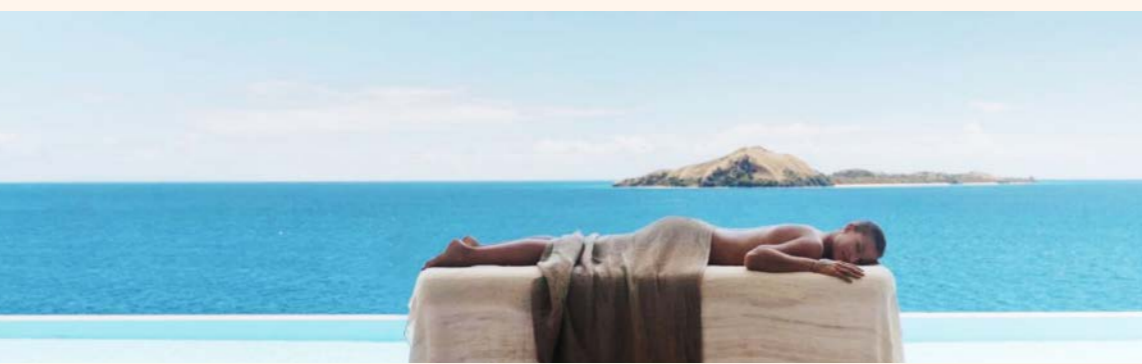
spa rituals

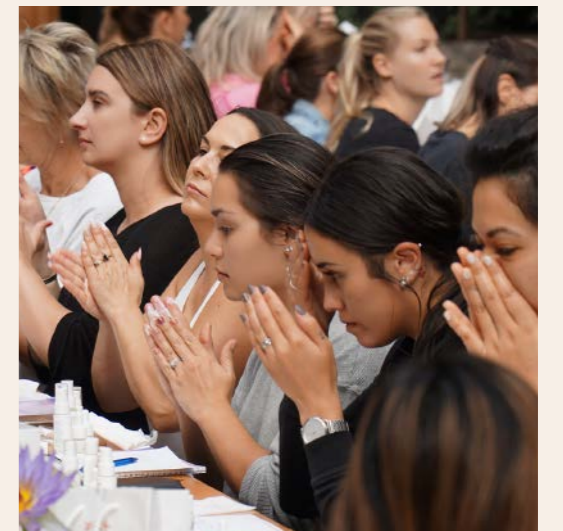


SPA ENVIRONMENTS USA

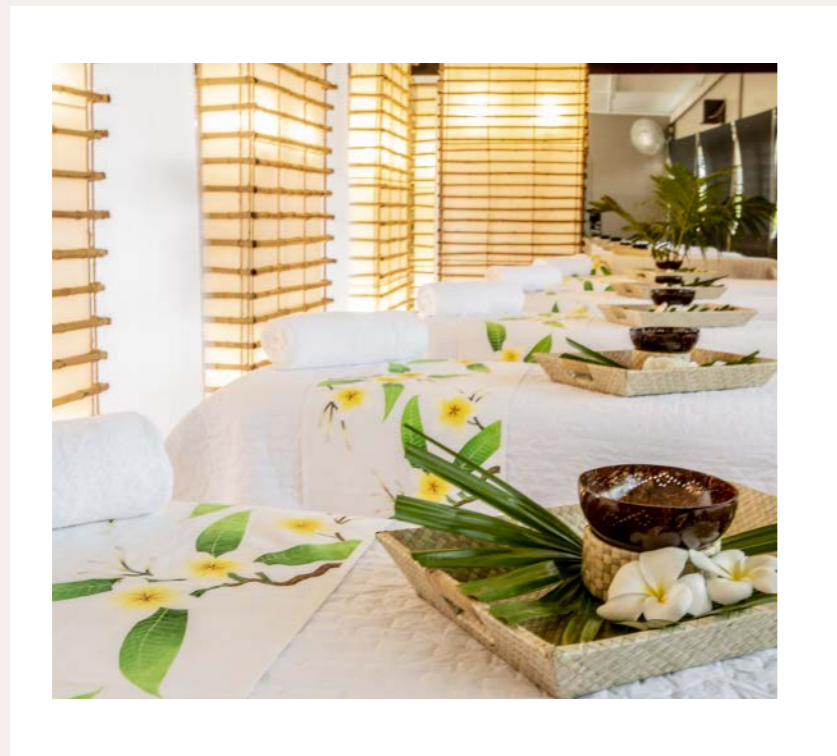


SPA ENVIRONMENTS FIJI





TRAINING



PROTOCOLS

BODY RITUALS

- TROPICAL MASSAGE
- RELAX AND RESTORE AROMATHERAPY MASSAGE
- SUGAR GLOW
- ROYAL COCONUT MILK & HONEY FIRMING RITUAL
- ORANGE BLOSSOM COUPLES RETREAT
- HERBAL DETOX
- MORINGA MELT
- COCONUT LIME BLOSSOM SKIN RENEWAL
- FIJIAN SCALP MASSAGE
- DILO RESCUE WRAP (AFTER SUN)
- PARADISE PEDICURE
- PARADISE MANICURE

FACIALS

- PURIFYING PAPAYA ENZYME FACIAL
- DILO & COCONUT HYDRATING FACIAL
- VITAMIN C BRIGHTENING FACIAL
- RESURFACING FACE TREATMENT

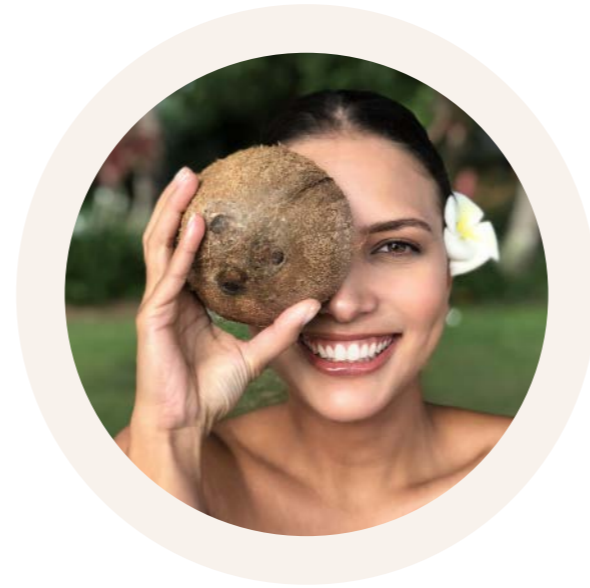
AWARD WINNING RITUALS

- 2018 NZ BEST IN BEAUTY - BEST TREATMENT SALON - PURE FIJI EXOTIC PARADISE SPA PEDICURE
- 2017 NZ BEST IN BEAUTY - BEST TREATMENT - PURE FIJI SUGAR GLOW



AVAILABLE IN PROFESSIONAL SIZES





Let's keep in touch

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