



ALURAM<sup>TM</sup>

CLEAN BEAUTY COLLECTION

## CLEAN BEAUTY CLEAR CONSCIENCE

Free of formulas that harm our hair and the environment, Aluram has distilled haircare to its most simple and beautiful form. From the first ingredient to the last, Aluram devotes itself to a modern, clean and plant-driven approach.

This dedication allows meaningful **"beauty beyond compromise."**



### COCONUT WATER FORMULAS

Aluram loves coconut water and you will too. Known as **"nature's most perfect water,"** this ultra-hydrating ingredient is packed with Electrolytes, Amino Acids, Vitamin C, and Potassium. Elevated nutrients that promote hydration, strength, and shine.



### OUR SECRET IS HIDDEN IN PLAIN SIGHT

In addition to coconut water, Aluram has another ingredient infused into each of its formulas - **Marula Oil**. Marula's Oleic and Omega Fatty Acids form a protective layer of nutrients and antioxidants. Not just an inspiration for the Aluram name, the benefits are real: soft, lustrous hair that is healthy & strong.

## NEW PRODUCT!



### high shine glossing treatment

9.75 fl oz (288 ml)

#### FOR ALL HAIR TYPES

- glossifies hair with a mirror-like finish while locking in moisture
- smooths the hair's surface, enhancing shine
- color-safe formula leaves hair irresistibly soft, silky, & frizz-free

#### FEATURING OUR NEW TRI-GLOSS™ SHINE COMPLEX



##### LACTIC ACID

Allows moisture to penetrate & combat frizz before sealing the cuticles for maximum shine.



##### HIBISCUS EXTRACT

A natural conditioner that helps to retain moisture in the hair, making it soft, smooth, and manageable.



##### COCONUT OIL

This oil enhances the natural shine of hair, making the color appear more vivid & lustrous.

## WORRY FREE HAIR CARE

**Gluten, sulfate, paraben, and cruelty free,** our **vegan** formulations start with our Coconut Water. We've "cleaned" up haircare. Unconditional and uncomplicated, Aluram is the new norm for beauty.



vegan

### NOT A CHANCE

Ammonia  
Animal by products  
Benzalkonium Chloride  
Butylated Hydroxyanisole  
Butylated Hydroxytoluene  
Carcinogens  
Ethylenediaminetetraacetic acid (EDTA)  
Ethanolamines (MEA, DEA, TEA)  
Formaldehyde (DMDM Hydantoin + Urea)  
Heavy Metals – Aluminum, Lead, etc  
Hydroquinone  
Methylisothiazolinone  
Methylchlorisothiazolinone  
Mineral Oil  
Nano Particles  
Oxybenzone  
Parabens  
Phthalates  
Sodium Chloride  
Sodium Hydroxide  
Sodium Lauryl Sulfate  
Sodium Laureth Sulfate  
Triclosan  
Triclocarban  
Wheat Proteins (Gluten)

### WE SAID YES

Algae Extract  
Avocado Oil  
Babassu Oil  
Baobab Oil  
Biotin  
Black Cumin Oil  
Castor Oil  
Charcoal  
Coconut Oil  
Coconut Water  
Jojoba Oil  
Karanja Oil  
Marula Oil  
Moringa Oil  
Nettle Extract  
Olive Oil  
Pomegranate Seed Oil  
Prickly Pear  
Quinoa Extract  
Rice Protein  
Rosehip Oil  
Rose Water  
Sea Buckthorn Oil  
Sea Kelp  
Watermelon Seed Oil



sulfate free



gluten free



cruelty free



paraben free



color safe

## DAILY



### daily shampoo & daily conditioner

12 fl oz (355 ml) & 33.8 fl oz (1000 ml)

FINE TO MEDIUM HAIR

- silicone-free formulas help detoxify by attracting & removing impurities/sebum buildup
- hydrates & moisturizes scalp & hair
- packed with fatty acids, antioxidants, & macro-nutrients

## MOISTURIZING



### moisturizing shampoo & moisturizing conditioner

12 fl oz (355 ml) & 33.8 fl oz (1000 ml)

MEDIUM TO COARSE HAIR

- silicone-free formulas infuse vital moisture to dry hair & scalp
- locks in color & shine
- helps prevent split ends; promoting healthier looking hair

## VOLUMIZING



### volumizing shampoo & volumizing conditioner

12 fl oz (355 ml) & 33.8 fl oz (1000 ml)

FINE TO MEDIUM HAIR

- silicone-free formulas add volume, movement, & fullness
- helps reduce oil and dirt that weigh down hair strands
- provides extra shine & manageability



### volumizing foam

7 fl oz (207 ml)

FOR ALL HAIR TYPES

- weightless volume & body building foam
- for a lightweight & flexible hold
- adds texture and shine to hair



### root boost spray

6 fl oz (177 ml)

FINE TO MEDIUM HAIR

- boosts volume at the roots for long lasting style & hold
- great for voluminous round brush blowouts
- adds thermal & anti-frizz protection

## CURL



### curl shampoo & curl conditioner

12 fl oz (355 ml) & 33.8 fl oz (1000 ml)

MEDIUM TO COARSE HAIR

- silicone-free formulas promote frizz-free & healthier looking curls
- softens & detangles curls
- helps enhance & smooth curls without weighing hair down



### curl cream

6 fl oz (177 ml)

MEDIUM TO COARSE HAIR

- silicone-free formula reveals shiny, sleek, and bouncy curls & waves
- encourages curl separation with thermal protection & controlled hold
- enhances natural curl texture



### curl foam

7 fl oz (207 ml)

FOR ALL HAIR TYPES

- for effortless styling options with added thermal protection
- shapes and tames curls
- silicone-free formula keeps curls bouncy, soft, & controlled

## TONING



### purple shampoo

12 fl oz (355 ml) & 33.8 fl oz (1000 ml)

FOR ALL HAIR TYPES

- silicone-free formula brightens & enhances blondes without drying
- can be used after coloring services, or perfect for use at home to keep brassy tones away
- adds radiance and strength

FOR TONING & TREATMENT!

HELPS CANCEL OUT BRASSY & GOLDEN TONES



### purple hydrate & repair treatment

11 fl oz (325 ml)

FOR ALL HAIR TYPES

- a rich blend of oils high in fatty acids to moisturize without weighing hair down
- helps fight frizz, heat damage, and split ends
- can be used weekly or as needed to help nourish dry & chemically treated hair



### hydrate & repair treatment

11 fl oz (325 ml) & 32 fl oz (946 ml)

## TREATMENT



## STYLING



**leave-in conditioner**  
8 fl oz (237 ml) & 16 fl oz (473 ml)

### FOR ALL HAIR TYPES

- silicone-free formula detangles while providing a weightless protective layer
- improves elasticity & shine while providing thermal protection
- hydrates & moisturizes while controlling & smoothing frizz

*New!*



**heat defense mist**  
8 fl oz (237 ml)

### FOR ALL HAIR TYPES

- protects against thermal damage from hair dryers, hot tools, & environmental stressors
- prolongs style while helping protect against humidity, frizz, & split ends
- can be used on dry or damp hair and enhances softness, sleekness, & shine



**coconut water texture spray**  
8 fl oz (237 ml)

### FOR ALL HAIR TYPES

- provides natural, beachy texture & volume
- lightweight and a non-greasy formula
- achieve a range of looks from subtle texture to full-bodied waves



**shine serum**  
2 fl oz (60 ml)

### FOR ALL HAIR TYPES

- conditions & detangles while promoting soft, manageable hair
- minimizes frizz while fighting against humidity
- decreases drying time while providing thermal protection



**styling cream**  
6 fl oz (177 ml)

### FOR ALL HAIR TYPES

- enhances natural shine while promoting texture & body
- ideal for sculpting with a soft flexible hold
- provides thermal protection-perfect for styling blowouts



**strong hold gel**  
8 fl oz (237 ml)

### FOR ALL HAIR TYPES

- multi-use styling aid to create a variety of looks
- provides a firm long-lasting hold without a sticky or tacky finish
- quick drying, silicone-free, and non-flaking formula

## AEROSOLS



**finishing spray**  
10 oz (284 g)

### FOR ALL HAIR TYPES

- humidity resistant, providing all-day control while fighting frizz
- for buildable hold with a touchable finish
- ideal for everyday styling & finishing



**high hold finishing spray**  
10 oz (284 g)

### FOR ALL HAIR TYPES

- provides ultimate anti-frizz and humidity control with memory & volume
- for long lasting hold and shine that is flake free, dries quickly, and brushes out easily
- great for finishing work on updos & curl sets



**dry texture spray**  
6 oz (170 g)

### FOR ALL HAIR TYPES

- a weightless volumizing spray that adds body, grit, & texture
- versatile styling with movable hold & definition
- infuses hair with lightweight nourishment that won't weigh it down



**dry shampoo**  
5.3 oz (150 g)

### FOR ALL HAIR TYPES

- refreshes second day hair
- removes oils for added texture and volume
- doesn't leave a powdery residue on hair



## STYLING



### styling clay

3.4 oz (96 g)

#### FOR ALL HAIR TYPES

- long lasting, flake-free styling for a light-medium hold
- smooths flyaways for beach waves or finishing short textured hair styles
- multipurpose, workable styling for all hair types

## SMOOTHING



### smoothing cream

6 fl oz (177 ml)

#### FOR ALL HAIR TYPES

- perfect blow-drying cream, promoting smooth, shiny hair
- lightweight thermal protection formula
- helps strengthen and seal split ends

For more information  
and to join the  
Aluram community,  
visit us online &  
on social media!



# ALURAM™

## BODY



### body lotion

18 fl oz (530 ml)

- ideal for all skin types and everyday use
- mimics skin's natural oils to hydrate & moisturize without the greasy feel
- weightlessly helps lock in essential moisture for wonderfully soft & supple skin



### body wash

16.9 fl oz (500 ml)

- gentle formula suitable for all skin types
- delivers a refreshing clean that nourishes & revitalizes your skin after every use
- helps maintain skin's moisture balance for a healthy, radiant appearance



### golden glow body lotion

18 fl oz (530 ml)

- lightweight, buildable, gradual tanner that applies like your daily moisturizer
  - gives you control of how light or dark you want to be
  - gradually fades color when you stop using it or by exfoliating skin



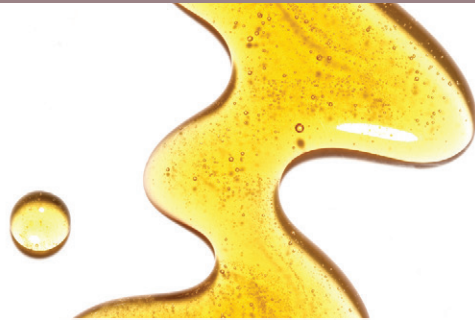


## CLEAN & SIMPLE INGREDIENTS



### COCONUT WATER

*"Nature's most perfect water" infuses strands with lush hydration & shine.*



### MARULA OIL

*It's potent essential fatty acids and vitamins easily absorb into hair to keep it soft & silky.*



### BIOTIN

*Vital to the beauty of hair, biotin helps nourish & strengthen locks while improving vibrancy.*



### POMEGRANATE

*Rich in antioxidants & nutrients, the "divine fruit" easily absorbs for softness & shine.*



### WATERMELON SEED OIL

*The refreshing nutrients fortify hair and scalp without clogging pores.*



### AVOCADO OIL

*This beloved fruit's essential fats intensely nourish hair for smoothness and shine.*



### ROSE HIP

*Revered for its ability to soothe scalp dryness and restore luster to the hair.*



### SHEA BUTTER

*Provides nourishing hydration to dry, dull, and lifeless curls.*



### PRICKLY PEAR

*Elevates elasticity and shine- leaving perfect curls with more definition & less frizz.*



### RICE PROTEIN

*Adds volume and helps plump the hair; making it feel fuller and more abundant.*



### BAOBAB

*Deeply penetrating, it's omega 3 fatty acids & vitamins infuse hair with lush moisture.*



### JOJOBA OIL

*Coats hair for remarkable smoothness, and helps reduce frizz & flyaways.*