

ALURAM™

CLEAN BEAUTY CLEAR CONSCIENCE

MISSION STATEMENT

Simple, natural and safe for hair as well as the environment. Our clean beauty formulas were developed because we believe that beauty should be beyond compromise.

COCONUT WATER

Coconut water is the foundation of all Aluram's water based formulas - Why? Its known as "nature's most perfect water", the refreshing juice hidden within the coconut is a rich, hydrating elixir packed with electrolytes, amino acids, vitamin c and potassium. These nutrients are essential in providing hydration, strength and shine creating a healthy environment for both scalp & hair.

MARULA OIL

Aluram is Marula backwards. Why Marula? Marula oil has a very small molecule which is very light in texture allowing it to easily absorb into the hair. Marula provides antioxidants, hydration, and a satin feel to the hair while smoothing the cuticle & helping to protect against environmental stresses.

Marula oil is featured in all Aluram formulations.

WORRY FREE HAIRCARE

Aluram is not only vegan, it is free of gluten, sulfates, parabens and animal cruelty. We've cleaned up haircare. Our "not a chance" list holds us accountable, continually driving us to find better, safer, non-toxic ingredients for making hair shiny, healthy & beautiful. We also said yes to many functional and organic extracts. (All organic extracts have an asterisk * next to them on the ingredient lists).

LUXURY FOR LESS

Beauty doesn't have to cost you a bundle. All retail size products excluding the hair spray retail for \$14.95. Aluram targets the 95% of consumers that do not buy products from salons. Aluram gives the salon an opportunity to bring in new retail dollars without compromising on performance or cannibalizing other brands.

FAST FACTS

- First haircare brand to feature a coconut water base · Silicone free shampoos and conditioners
- Aluram strives to be a Clean Beauty brand with a conscience approach towards the formulation of our products and their affect on people and the environment
- Owned and produced by a family owned manufacturer based in Minnesota